WARNER BROS.' CAMPAIGN PLAN

IT'S THE NAVY'S 'FLIRTATION WALK'!

DICK POWELL
and
RUBY KEELER
in

"SHIPMATES FOREVER"

Filmed at Annapolis by 'Flirtation Walk's' director—FRANK BORZAGE

A Cosmopolitan Production • A First National Picture

AN ANALYSIS OF THE PRODUCTION'S SALIENT FEATURES

★ IT'S THE NAVY'S 'FLIRTATION WALK'!

★ RUBY AND DICK IN THEIR FIRST BIG CO-STARRING HIT IN A WHOLE YEAR!

★ FILMED AT U. S. NAVAL ACADEMY BY FAMOUS FRANK BORZAGE! . . .

★ STORY BASED ON ACTUAL INCIDENTS FROM THE HEROIC RECORDS OF ANNAPOLIS!

★ THREE WARREN & DUBIN HIT TUNES!

★ PRODUCED BY WARNER BROS. WITH THE WHOLE REGIMENT OF MIDSHIPMEN!

CELEBRATING . . . .

Powell-Keeler's Sixth Film Success

This film is the 6th picture Powell and Keeler have made together. Why not celebrate this when you play their show? Here are a few suggestions for ballyhooing the event 'round town, if you'd like to make a big thing of it.

MARQUEE DECORATION

Decorate your marquee this way, and folks will have no trouble realizing that you've got an anniversary show. Candles are made of cardboard cylinders with bulbs on top.

FAN CLUBS

If any Keeler-Powell fan clubs exist in your town, they ought to come in on the celebration. They may help with prologue, parade, parties, or might get together as a group to see your show. If there isn't a Keeler-Powell club—it might be an idea to organize one. Your theatre staff alone could form the nucleus.

OLD PIX CONTEST

Lobby contest on the 6 show angle? Certainly! Fill lobby board with stills from old Powell-Keeler pictures. Patrons identify 'em, and you give first six correct answers premiere ducats for their troubles.

6'S WIN DUCATS

If you want to give away a coupla ducats, have a Lucky 6 Day. On that day you offer free admission to people with more than three sixes in the number of their auto license or address. You might even invite the 20 six-year-olds whose birthdays come closest to the date of the show.

DEPT. STORE SALE

This department store is having its "Big 6 Sale." Banner over window proclaims the fact; in window are items such as handkerchiefs, towels, pillowcases, stockings, etc. all being offered at bargain prices when bought in sets of 6 each. Maybe department store 'round your way would go for the stunt, using your stills and copy in their display.

KEELER-POWELL DAY

Perhaps you can organize a Keeler-Powell Day, to take place the day picture opens. Stores could come in with co-op ads, and celebrities might say a few words at the opening. You might even be able to promote a band and Keeler-Powell fan club to march to theatre.

ANNIVERSARY PROLOGUE

In honor of their 6th picture together, why not a prologue featuring songs and dances from their previous films. Could be produced without much cost by using a couple of the better amateurs for talent, or local dance school might want to handle entire stunt.

SONG GUESSING CONTEST

If you can get hold of an attractive couple who can sing, let 'em plug old songs from Keeler-Powell films. For a contest angle, patrons could guess what pictures the songs came from. Stunt could be worked equally well with records playing over your P. A. system.

STORE DEDICATES DRESS

Department store might want to dedicate a dress to Ruby and a suit to Dick in honor of their 6th picture together.

PATRONS SIGN POSTCARD

Patrons sign giant postcard congratulating Powell and Keeler on their string of hits. After the show winds up its run, send card to stars. If you haven't pulled this lately—try it on this.

COUPLES WIN DUCATS

Why not offer ducats to couples who were married during the run of "42nd Street," the first Keeler-Powell picture.

POSTAL TELLY TIE-UP

Postal Telegraph has tied up with a midget telegram congratulating Powell and Keeler on their 6th anniversary. To find out how many heralds to order, talk the matter over with local Postal Telly head. Size is 4" x 7" and prices including your imprints are:

1M to 5M — $3.00 per M
5M to 10M — 2.75 per M
Over 10M — 2.50 per M

Order direct from:

POSTAL TELEGRAPH PRESS
225 West 39th Street
New York City

CAKE ON TRUCK

Think this paper mache birthday cake on truck would attract attention? It could be driven around town with P. A. system playing songs from Keeler-Powell pix. Or maybe you'd rather have a real cake in your lobby, giving your patrons a piece after the show is over.

TEASIN' INTEREST

For a teaser campaign on giant street board, have artist paint a big 6. Next to it you have "1. '42nd Street'." The following day, next to the 6 you have "2. 'Gold Diggers of 1933'." Then you go right down the line, and on the 6th day you have the 6 plus copy reading something like: "And now, Dick Powell and Ruby Keeler in their 6th big hit together, "Shipmates Forever."

LUCKY 6 CONTEST

Another Lucky 6 angle: Every sixth person who passes theatre gets a numbered card. Day before premiere, six numbers are selected, the Lucky 6 getting free ducats to see Dick Powell's and Ruby Keeler's 6th picture together.

MAYOR SENDS LETTER

If your drag with the Mayor is strong enough, suggest that Hizzoner send you a letter of congratulations. Blown up, and in your lobby, it would be a nice plug for your show, no?

(Publicity Story)

Strand Celebrates Sixth Powell-Keeler Film Hit

The sixth successive hit in which Dick Powell and Ruby Keeler have been teamed as film sweethearts will be celebrated at the ..... Theatre when these popular young stars will open in "Shipmates Forever," a Cosmopolitan Production based on life at the U. S. Naval Academy.

Manager .... has arranged several novel innovations in co-operation with local merchants, who are joining in the celebration.

Powell and Miss Keeler were first teamed in "42nd Street," and made such a hit that they were immediately started on the road to stardom. Then came "Gold Diggers of 1933," followed by "Footlight Parade." "Dames" was the next, and when Dick sang "I Only Have Eyes for You" to Ruby, it was inevitable that they be starred.

So "Flirtation Walk" saw them as co-stars in a romantic and thrilling story of life at West Point that was one of the real smash hits of last year.

Now they are in the Navy in "Shipmates Forever," with Dick in the role of a cadet at the U. S. Naval Academy and Ruby portraying the orphaned daughter of a naval officer who keeps Dick in the Academy when he would rebel against discipline and return to a better paying job as a night club singer.

The big all star cast includes such film favorites as Lewis Stone, Ross Alexander, Dick Foran, Johnny Arledge, Eddie Acuff and many others.

"YOU NAME IT" . . . . A *Five D*

Getting away from the usual five-day contests involving guessing games, memory tests, identifying stars, etc.,—contest outlined below asks readers to name various things. Names are asked for Dick Powell's house, Ruby Keeler's dog, Ross Alexander's goats, Warren and Dubin's song, and Frank Borzage's film. Passes should be awarded to those suggesting best names daily and grand prizes should be given to those suggesting best names for all five days. Five illustrations are available in one unit. Order mat No. 503–50c.

(Lead-off Story)

Help Your Favorite Film Stars And Win a Prize

Put on your thinking caps, Movie Fans.

Some of your favorite film stars need help, and they've turned to you for assistance.

They have problems that must be solved—personal and intimate problems—and they, as well as the theatres which show their latest picture, will reward those fans who aid them.

With the co-operation of the ..... (newspaper) and the ..... Theatre, the stars are beginning a nation wide search for NAMES.

Dick Powell wants a name for the new home he is building; Ruby Keeler wants a name for her pet dog; Ross Alexander has two unnamed goats and doesn't know what to call them; Warren & Dubin, famous song writers, want a name for a new song, and Frank Borzage, noted motion picture producer, wants a title for a show.

Details of each one's problem will be published daily in this newspaper, and every day for five days ten readers will be rewarded with two tickets to the ..... Theatre, where Powell and Miss Keeler will open in their new co-starring venture, the Cosmopolitan Production "Shipmates Forever," on .....

The "Shipmates Forever" Contest Editor of the ..... (newspaper) will send the names and addresses—and the suggestions—of all winners to the home offices of First National Pictures in New York, after which they will be forwarded to the stars in Hollywood.

In addition to the satisfaction of receiving the autographed pictures and personal letters from the stars, the winners will be well rewarded for their efforts.

"Shipmates Forever" is a story of life, love and sacrifice in the U. S. Naval Academy at Annapolis. It was filmed with the co-operation, and under the supervision, of the Academy authorities and the Navy Department.

In addition to the big all star cast, more than 2,000 seamen, marines and midshipmen participate in the picture. There are remarkable shots of the Pacific fleet.

Although Dick Powell sings several new songs written for the production by Warren and Dubin, as well as old familiar sea chanteys the picture is not a musical. It is a comedy drama of intense emotional interest, perfectly tempered with robust humor.

Among the remarkable scenes are the flag presentations exercises at graduation and the ring dance, the traditional festivity engaged in by the middies who have successfully completed their second year at the Academy.

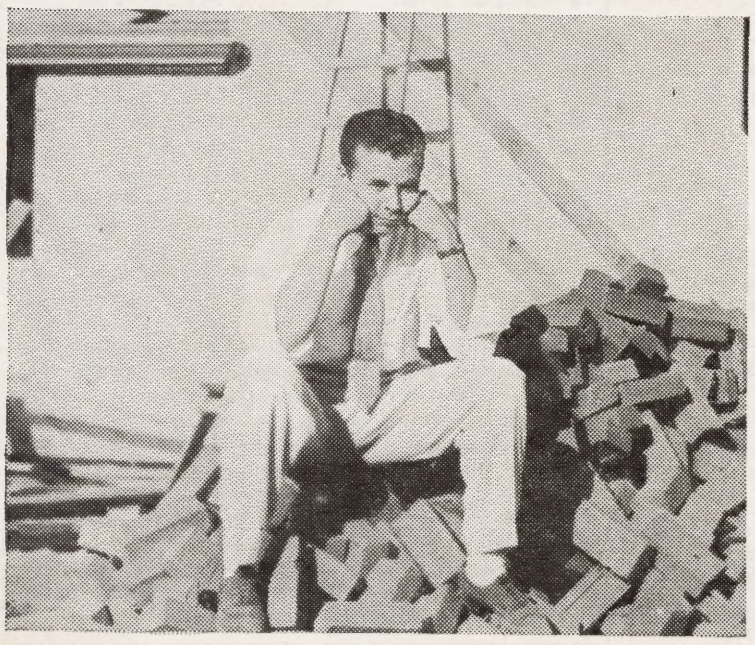
This is the third time Ruby Keeler and Dick Powell have been teamed as film sweethearts. Their first joint appearance was in "42nd Street," which started both young players on the road to stardom. They co-starred in the highly successful "Flirtation Walk," which dealt with life at West Point. Now they have their greatest opportunity in "Shipmates Forever."

Surely two tickets to this production are well worth winning. It may be you have just the name the stars are seeking in your mind.

Watch out for this new contest which begins in the ..... (newspaper) tomorrow with Dick Powell's problem.

(1st Day Contest)

Free Theatre Tickets For Best Name For His Home



(1st Day Publicity)

Help Dick Powell Name His House And Win a Prize

"WANTED — A "Name for a home!"

That's Dick Powell's problem, and that's why he and this newspaper are offering valuable prizes to those who can help him solve it. Dick is one of five film favorites who are asking movie fans, through the ..... (newspaper), to help them find new, original and unusual names.

As the accompanying photograph shows, Dick, when caught by the camera, was trying to think of a name for the new home he is building — a house, incidentally, that embodies all his ideas of how a popular young bachelor should live.

Dick had no trouble thinking up gadgets and contraptions for easy housekeeping, all of which his wife, if he ever gets one, will probably have removed. But naming the house has him stumped. He wants a name that is different, and through this newspaper asks you to suggest one.

Simply send the name you think best suited for the house to the "Shipmates Forever" Contest Editor of the ..... (newspaper) before .....

The ten readers submitting the best names will each receive two tickets to the ..... Theatre where Powell and Ruby Keeler, assisted by a big all star cast, will open in "Shipmates Forever," Cosmopolitan Production's great story of life at the U. S. Naval Academy on .....

There are no rules to this contest, but don't just send in any name. Remember what you know about Dick Powell, and the kind of a house he would build and make the name submitted mean something. Every movie fan has heard about Dick Powell's remarkable career—every radio fan knows his voice. They know that Dick had worked his way up in the entertainment field until he was master of ceremonies at one of Pittsburgh's biggest motion picture theatres. He had held that job several years, with his popularity constantly increasing, when he was called to Hollywood by Warner Bros. He has been a star almost from his first film. He was first teamed with Ruby Keeler in the spectacular "42nd Street," and both made hits. He was a star in "20,000,000 Sweethearts," "Dames," "Happiness Ahead," "Flirtation Walk," "Broadway Gondolier," "A Midsummer Night's Dream" and now is co-starred with Ruby Keeler for the third time in "Shipmates Forever."

His weekly broadcast is one of the most popular on the air. He is still young, is a serious student of music and expects sometime to be heard in grand opera, and is also a dramatic actor of real ability.

He has plenty of money, and his home is said to be a model of convenience.

With these things in mind, think of a name for the house. Avoid the obvious like "Powell Manor" or "Dipow."

If the name you submit wins a prize, you'll not only win two tickets to the ..... Theatre, but you may receive a personal letter of thanks from the star.

Tomorrow the problem of his co-star, Ruby Keeler, will be published.

(2nd Day)

Name Ruby Keeler's Dog And Win Theatre Tickets

Can you help Ruby Keeler?

Here is one of the great personalities of screen and stage looking all perplexed and puzzled. She's an outstanding film star, who has just made the biggest hit of her career. She's married to the famous comedian Al Jolson and their happiness is known to all the world. Ruby and Al have just adopted

a baby, and it didn't take them a minute to decide on a name for the child.

But now that Ruby has bought a little dog as a playmate for the baby, she can't figure out what to name it.

She don't want to call it "Fido," or "Rover" or even "Queenie." She wants a distinctive name.

So she's asking you fans for suggestions.

It happens that the star who became world famous for singing "Mr. and Mrs." with Dick Powell in "Flirtation Walk" neglected to state, in asking the ..... (newspaper) for assistance, whether the dog is a Mr. or a Mrs., so that's just one more chance you Movie Fans must take in submitting names.

Anyway, we'll split the prizes. The five best names submitted for a girl dog will each win two tickets to the ..... Theatre, and two tickets will be awarded to each of the five contestants who send in the best names for a boy dog.

Ruby, as you know, is co-starring with Dick Powell in the Cosmopolitan Production "Shipmates Forever," the First National picture based on life at the U. S. Naval Academy at Annapolis.

It is a thrilling, exciting comedy drama with music, and Ruby is said to do the best work of her film career in the role of a navy officer's daughter who dances her way to fame and into the heart of Dick Powell.

It will open at the ..... Theatre on ....., so if you want to see it as the guest of this newspaper, send in your name suggestion to the "Shipmates Forever" Contest Editor of the ..... (newspaper) before .....

Ruby does some remarkable tap dancing, and Powell, in the role of an admiral's son who prefers the life of a night club singer to that of a navy man, sings several songs written especially for the production by the famous song writing team of Warren & Dubin. In addition to the all star cast, thousands of sailors as well as the entire cadet corps of the Academy appear in the film.

Tomorrow additional prizes will be offered for help for Ross Alexander.

ay Contest With A New Twist!

(3rd Day)

First "Shipmates Forever" Contest Prizes Awarded

Attention Movie Fans! Here are the first winners.

You've sent in enough names for a whole city of Dick Powell houses, and the judges have had a lot of difficulty picking out the ten best ones which will win the prizes.

But the judging has been finished for the first day's contest, and the ten readers who will each receive two tickets to the ..... Theatre to see Powell, Ruby Keeler and an all star cast in the Cosmopolitan Production "Shipmates Forever" on ..... are:

(Insert Names of Winners)

The names of the winners and their suggestions will be forwarded by the management of the ..... Theatre to the main offices of First National Pictures in New York, and the winners will also receive a personal letter and an autographed photograph from Dick Powell. Winners of the Ruby Keeler contest will be announced tomorrow.

Now here's another problem for movie fans to solve. This time it is to assist Ross Alexander, who also has an important role in "Shipmates Forever," which opens at the ..... Theatre on .....

Alexander has a farm outside of Hollywood on which he raises chickens, dogs and goats among other things. Recently he acquired a new pair of goats but he has used up his stock of names.

Naturally, he don't want to call them "Billy" or "Nanny." So he too is asking for help.

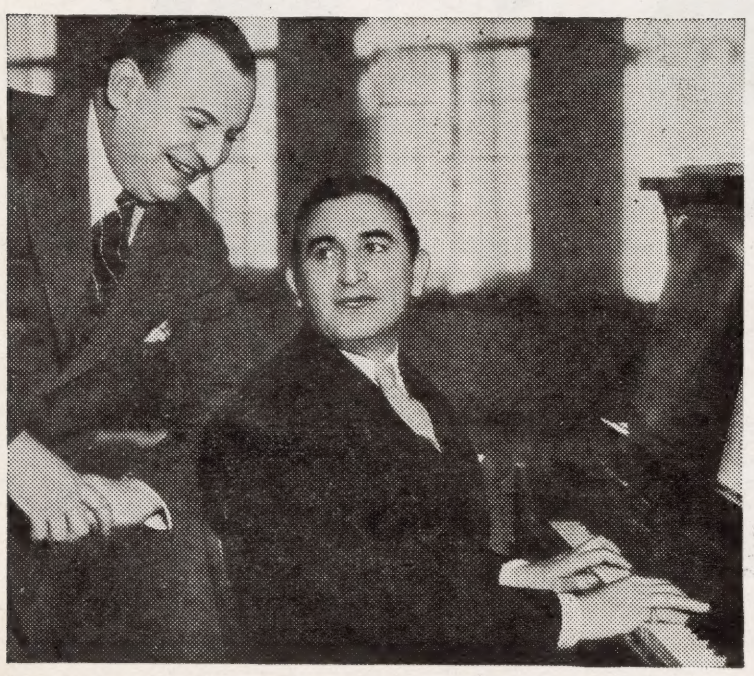
All you need do, to win two tickets to the ..... Theatre to see "Shipmates Forever," which is based on life at the U. S. Naval Academy, is to submit a pair of names for his pair of goats. Send the names to the "Shipmates Forever" Contest Editor of the ..... (newspaper) before .....

Each of the ten contestants submitting the best names will receive two tickets to the .... Theatre.

Tomorrow the problem of the famous song writing team of Warren and Dubin will be published.

(4th Day Contest)

Famous Song Writing Team Is Seeking A New Title



(4th Day Publicity)

Theatre Tickets If You Suggest Title For Song

Can you suggest a name for a song?

The famous song writing team of Warren & Dubin, who wrote "Shuffle Off to Buffalo," "I Only Have Eyes for You," "Page Miss Glory" "Going to Heaven on a Mule" and many other hits, have a problem.

They wrote the words and music for the three songs Dick Powell sings in the Cosmopolitan Production, "Shipmates Forever," which comes to the ..... Theatre on ....., and are now at work on the lyrics and music for a new picture.

They believe that one of the most important factors in making a song hit is the right title, so they want suggestions.

If you can think of the name of a song — and everyone has thought of a song title — send it to the "Shipmates Forever" Contest Editor of the ..... (newspaper) before .....

The contestants submitting the ten best title suggestions will each receive two tickets to the ..... Theatre to see Dick Powell and Ruby Keeler in "Shipmates Forever," which does for the Naval Academy at Annapolis what their other co-starring picture, "Flirtation Walk," did for West Point.

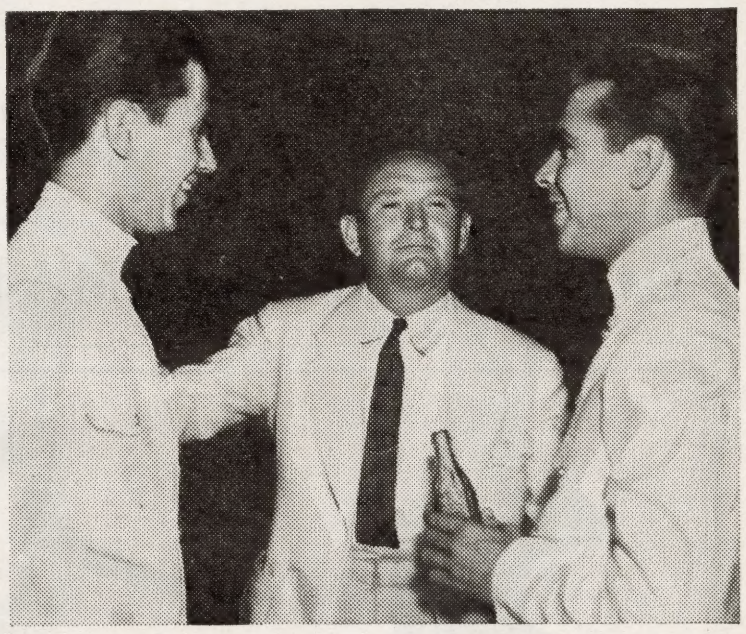
Winners in the contest for names for Ruby Keeler's dog are:

(Add names of winners of 2nd Day Contest)

Tomorrow the last problem, that of director Frank Borzage, will be published.

(Last Day)

Last Chance to Aid Stars And Win Theatre Tickets



Here's your last chance to win free tickets to the ..... Theatre to see Dick Powell and Ruby Keeler in their greatest co-starring picture, "Shipmates Forever," a Cosmopolitan Production, based on life at the U. S. Naval Academy and in which, in addition to a big all star cast, more than 2,000 cadets, officers and men of the Naval Academy and the Pacific Fleet participate.

The accompanying photograph shows Frank Borzage, (center) the producer of "Shipmates Forever" and its companion service picture "Flirtation Walk" holding a conference with Dick Powell (right) and Ross Alexander.

According to the cameraman, they were discussing the name of the picture "Shipmates Forever" and wondering whether another title might not have been better.

"We'll let the fans decide" said Borzage.

So here's an opportunity for ten fans to win free tickets to the ..... Theatre to see this stirring comedy drama on .....

The contest ends on ..... (date) so send in your suggestions to the "Shipmates Forever" Contest Editor of the ..... (newspaper) before then.

Those who won tickets for naming Ross Alexander's goats are:

(Insert names of 3rd day winners)

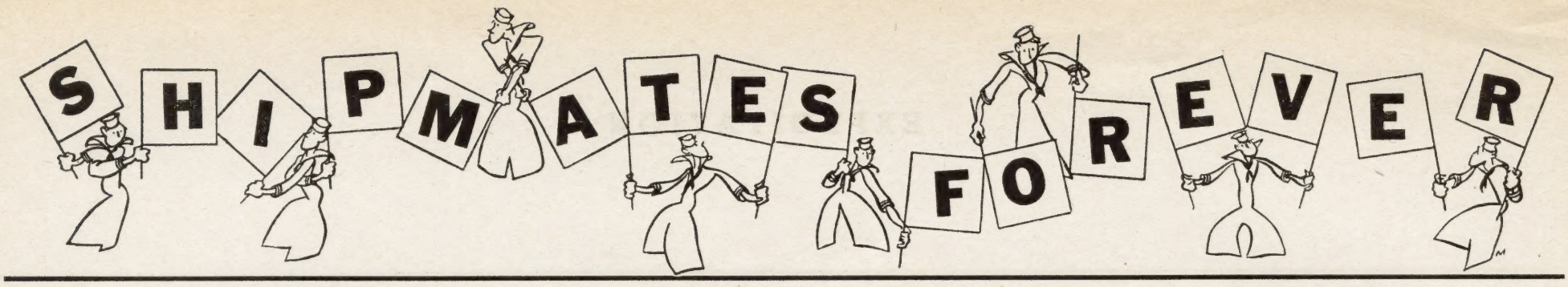
Names of winners of yesterday's contest as well as today's will be published as soon as the judges hand down their decisions.

A Word On Warner Contests!

Following are a number of statistics — in cold, black type — on the receptions accorded Warner contests in the past . . . designed to convince any doubting exhibs and hard-boiled editors on the value of the contests.

Last year we had a clipping bureau follow up the six-day contest on "Sweet Music." They submitted 87 newspapers that used the contest — and that isn't counting those they missed. The contest on "Go Into Your Dance" was used all over the country, and the one on "Flirtation Walk" was so successful, we actually received exhib fan mail on it. Just last week we received a letter from Allen Glenn, a district manager down South who told of a paper that used one of our contests for a new reader interest high. Paper received over 3000 answers daily. He ends his letter with . . . "for God's sake, keep shooting these contests at us, 'cause the papers take 'em as fast as we get 'em."

That's just an idea of how these contests have gone over in the past — which is all we started out to say in the first place. And remember, we're not trying to sell you — but to tell you.



Ruby Keeler Is Tapping At Your Edito

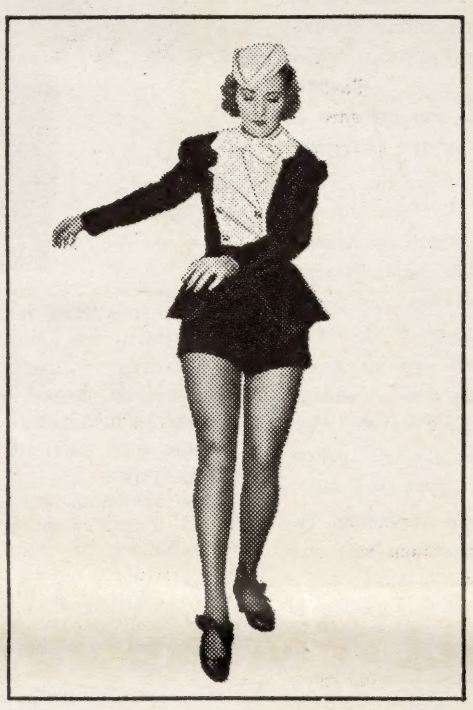
We presented a tap-dancing strip, similar to this on "Go Into Your Dance" — and newspapers throughout the country literally gobbled it up. Papers that are considered 'tough' to crash gave it good space. Which prompted us to present the three dance strips on these pages. Ruby Keeler shows the folks how to do the 'Shipmates Hop,' a tap dance she does in the film. The photos were specially posed by Miss Keeler for the dance strips. Lessons are simple, clear and easily learned. If you don't use it as a newspaper plant, you could print up heralds containing the steps, and hand 'em out at dance halls and the like. Three dance strips available in one unit. Order mat No. 502—50c.

DOIN' THE 'SHIPMATES HOP'

Lesson No. 1

as taught by Ruby Keeler, starring with Dick Powell in the 'Flirtation Walk' of the Naval Academy, "Shipmates Forever," coming to the ..... Theatre on .....

1. Now let's start with the feeling that we all can be tap dancers, and if you work hard on these lessons, you can do the 'Shipmate Hop,' a dance I do in "Shipmates Forever." First position is to stand at attention, right hand raised in salute, and right knee bent slightly forward.



2. Then you tap with left heel once, short and stacatto, and immediately tap forward with right foot. This is done by kicking right foot outward, grazing floor slightly and bringing right foot down fast and tapping floor hard. Repeat this left heel and right toe tap twice to the rhythm of a drum.

3. After completing the two taps, jump in the air three times, landing on the toes each time and making a short tap each time you land. In order to get the best tap on this hop, do not bend knees, but try to keep your legs as stiff as possible.

4. Now repeat this entire routine, but this time start on the left foot first. In order to really do this first lesson correctly, you cannot expect to read this description and immediately do the dance. It will require practice before it is done correctly and you will then be ready for Lesson 2.

DOIN' THE 'SHIPMATES HOP'

Lesson No. 2

as taught by Ruby Keeler, starring with Dick Powell in the 'Flirtation Walk' of the Naval Academy, "Shipmates Forever," coming to the ..... Theatre on .....

1. The first step of the second lesson is to tap forward with the right foot, left foot slightly bent and left hand extended. After the tap, continue the right foot forward with toe pointed, and then bring the foot down sharply in a stamp, landing on the right foot.

2. Now quickly jump forward, landing on the left foot, body bent forward and right hand extended forward. Bring the right toe down sharply on the floor in two distinct taps, while the right foot is extended back.

3. Now straighten up at once, extend both hands outward to retain your balance and bring the right foot forward quickly in a tap, and then repeat the step explained and illustrated in the two preceding photos.

4. Today's lesson ends with a step popular during the Charleston craze. Bring the right foot behind the left, turning the left toe outward, and then bring the left foot behind the right, turning the right toe outward. Repeat this six times and end with both feet together.

r's Door . . . Asking For A 3-Day Plant!

DOIN' THE 'SHIPMATES HOP'

Lesson No. 3

as taught by Ruby Keeler, starring with Dick Powell in the 'Flirtation Walk' of the Naval Academy, "Shipmates Forever," coming to the ..... Theatre on .....

1. This third lesson is the last and the trickiest of the three, so you'd better pay close attention if you want to get it. Right foot taps out forward and a little to the right, both hands extended to the right. Then the foot is brought directly back in another tap. This is repeated three times, all with the right foot.

2. Hands are now extended outward, and right foot is crossed in front of the body, picking up a tap on the way. Then the right foot is brought back to a normal standing position, getting in one tap while on the back swing. This step is also repeated three times.

3. With a quick motion, right foot is crossed over the left foot and brought down in a heavy stamp. Body leans over to the right and while in that position, tap with the left foot and then tap with the right foot.

4. Now we end the dance with a wide sweep of the right leg from the position shown in the preceding photo to the back of the left foot and then with short taps bring the foot back over the left to the position shown in the photo, placing arms at sides, hands extended at the same time. Now keep the three lessons and try them over and over until you get them all . . . and that's all.

THREE ADS TO TELL 'EM ABOUT IT

(Advance Publicity)

Let Ruby Keeler Teach You How to Do A Tap Dance

Would you like to learn how to tap-dance?

You can, if you can swing your feet and have a sense of rhythm.

Ruby Keeler, greatest of film star tap dancers will teach you her sensational "Shipmates Hop," without a penny of cost to you.

Beginning tomorrow, Ruby will conduct a private dancing class through the columns of the .... (newspaper), and for three days will teach the steps that will make anyone who follows her instructions a real tap-dancer.

Ruby has personally posed for the pictures that illustrate her lessons, and has prepared the easily followed detailed directions that accompany them.

All one need do to learn how to beat a rhythmic tattoo with their heels and toes, is to practice carefully, mastering each step before trying to do the next one.

"There is only one way in which to learn tap-dancing" declared the popular young star who will appear with Dick Powell in the Cosmopolitan Production "Shipmates Forever" at the ..... Theatre on .....

"That is to practice in front of a mirror. It is an advantage if one has music, but it is not necessary. First learn the steps. Master one lesson at a time, and be sure you thoroughly know one step before going on to the next. When the few simple steps that comprise the 'Shipmates Hop' have been learned, the rest is easy,"

There are only 12 steps to learn in the dance, which is based on one Miss Keeler does in "Shipamtes Forever."

Tomorrow the first lesson, consisting of four steps will be published in the ..... (newspaper). The other two lessons will appear on successive days.

And Now . . .

GO INTO YOUR DANCE

● Starting next Monday, the Evening Journal will present Miss Ruby Keeler, star of "Shipmates Forever," in a series of three tap dance lessons. Ruby will teach the readers of this paper how to do the 'Shipmates Hop,' a tap dance she does in the film.

Photos of Ruby doing all the steps she teaches will accompany each lesson . . . so if you ever want to learn to dance, don't miss this opportunity, starting Monday in the

EVENING JOURNAL

RHYTHM'S IN THE AIR!

The town's going dance crazy and here's your chance to get into the swing.

Starting Monday, Ruby Keeler will teach you how to do the 'Shipmates Hop' in three illustrated lessons. This is the dance that Ruby does in her latest film, "Shipmates Forever," and it is explained so simply and clearly, that anyone can learn it. Be sure to start tapping Monday with your copy of the

EVENING JOURNAL

See Ruby Keeler and Dick Powell

in

"SHIPMATES FOREVER"

coming to the Strand soon

LEARN TO "TAP"

Do you want to learn to tap dance? Do you want to learn the 'Shipmates Hop'? And do you want Ruby Keeler to teach you? Then turn to Page 7 of this paper at once and read the first lesson . . . see how Ruby Keeler does the dance . . . and you're off to a swell start in the new dance craze.

Then see Ruby Keeler do the 'Shipmates Hop' in the Cosmopolitan Production, "Shipmates Forever," in which she co-stars with Dick Powell. The film is coming to the Strand Theatre on Nov. 18.

(2nd Day Publicity)

Readers of 'News' Study Tapdancing With Ruby Keeler

That rumble heard everywhere in ..... (name of city) in the early hours of the evening, is not due to blasting or building operations, despite rumors to that effect.

It is caused by the fact that nearly everyone in the community in studying tap dancing under the tutelage of Ruby Keeler, famous film star, whose lessons are appearing in the ..... (newspaper).

Miss Keeler, who gained fame on the stage as a tap dancer before she became a film star, is considered one of the best "hoofers" in Hollywood. Yet she insists that tap dancing is easy to learn if one has the patience to practice and master the 12 simple steps she has devised for the routine of her "Shipmates Hop," which she is teaching to ..... (newspaper) readers.

Miss Keeler, who is co-starring with Dick Powell in "Shipmates Forever," now showing at the ..... Theatre, does some exceptionally fine dancing in her role of a night club dancer in the film.

The first lesson was published yesterday, and the final one will appear tomorrow.

Don't try to learn one lesson in one day, Miss Keeler advises. It takes time and patience to learn to tap dance, but the results surprise one.

"All tap dancing is a modification of certain essential steps," Miss Keeler says. "These are included in my lessons. Of course, when one knows these 12 steps they can be used in many different routines.

"I strongly advise practicing in front of a mirror," Miss Keeler continued. "Take it easy, and slowly at first. Speed will come with practice."

Here Come The NAVY IDEAS

NAVY BLUE SALES

See if you can get department stores to offer special values on navy blue apparel during run of film. Your stills and copy go along with their displays, of course. They could offer blouses, skirts, hats, dresses for the women — suits, overcoats, for men.

SHIP'S BELLS

Over the air, you might break in on sustaining program with gag like this: Bell, like that on ship, rings eight times. Announcer then says: "Eight Bells, and time to see 'Shipmates Forever,' with Dick Powell and Ruby Keeler, now at the Strand.

SAILOR SIGNALS

Two ushers, dressed as naval officers, can signal to each other using semaphore code. One stands on marquee and other is on building across street. They'll look . . . as they did when Zeb Epstin pulled this stunt at New York's Strand Theatre.

GOAT ON GRIDIRON

For football season, perhaps stadium officials will allow you to parade the "Navy" goat around between halves. Goat can carry copy harnessed to his back. Another angle is to supply a clown who won't mind butting around with the nanny.

PARADE SEA SCOUTS

If there's a branch of the sea-scouts in town, perhaps you can sell their leader on parade to opening with the unit giving exhibitions — you know, tieing knots, drill formations and all the rest. Could be used as neat lobby and street bally.

NEWSREEL INSERTS

Battleship and Annapolis shots often are included in newsreels. After such sequences, insert slide (staff artist might prepare it — or else we've got just the thing for you) plugging navy pic coming to theatre. An old stunt but still usable.

SAILOR QUARTET

How about a quartet dressed in sailor uniforms to sing in lobby. Plugging songs from picture they'd let your patrons know what kind of a show you're giving 'em. But make sure that the quartette can sing. They might also do some street singing.

NAVY MEDLEY ON AIR

Radio bands might be willing to play a medley of navy songs, winding it up with "Don't Give Up the Ship" from this film. Introduction by leader dedicates medley to film — and leader might even plug cast and story if you speak to him.

PATRIOTIC GROUPS

Units of American Legion, D. A. R., S. A. R., G. A. R., etc. should go for this picture. Why not dedicate performances to each group on certain nights? Or else, perhaps, a theatre party with one section of house reserved for the 100-percenters.

GUESS NAVY SCORES

Navy has a tough schedule ahead for the Fall but the middies are mighty hopeful. How about lobby or newspaper contest with the folks guessing scores of Navy games? Closest at end of season wins prize such as trip to Army-Navy Game.

GOBS' PARADE

If your house is near a naval base or seacoast town, perhaps you can rustle up some gobs who'll parade to opening. Irv Windisch of N. Y. Strand did just that on "Here Comes The Navy." And he reports plenty of success. It might work well for you, too.

BATTLESHIP FLOAT

On "Here Comes the Navy," many theatres used a float constructed to resemble a battleship. Ushers dressed in naval uniforms stood at attention on it, while stirring navy music blared away through amplifiers. Want to try it on this show?

CADETS' FAMILIES

If there are any families in town whose scions are Annapolis middies, invite 'em to the opening. And if the boys happen to be home on leave, see if you can get them down. Their comments on film may make good newspaper or lobby copy.

SAILOR BALLY

. . . And don't forget the boy and girl dressed as sailors to parade through busy sectors of town. Copy on navy blue middie blouses announces that they're "Shipmates Forever," with theatre and playdate. They can hand out heralds, too.

DRAWING CONTEST

Newspaper conducts contest for best drawing of a battleship . . . for kiddies of course. Drawing classes of the schools should be encouraged to compete. Winning sketches could be exhibited in store windows or lobbies.

Ring Stunt Suggested By Film

(1st Publicity Story)

Navy Ring Dance To Be Celebrated At Strand Nov. 20

Have you ever seen the traditional "Ring Dance" ceremony of the U.S. Naval Academy at Annapolis?

If you haven't, the next best thing is to see it on the screen at the ..... Theatre next ....., when Dick Powell and Ruby Keeler will open in the Cosmopolitan Production "Shipmates Forever," a story based on the life of the cadets.

When a cadet has successfully fin-

Available still form.
Order still No. AP167—10c.

ished his second year at the Academy, he is entitled to wear his class ring, which binds him and his fellow classmen as "shipmates forever." And to make the pledge more binding, the ring is always placed on the finger of the cadet by his current "best girl" who is rewarded with a kiss as the couple march through an enormous ring to the plaudits of the entire cadet corps.

This "ring dance," which is really more of a march than a dance, will not only be shown in the film at the ..... Theatre, but will be celebrated by the audience, who will participate in an unusual "lucky ring contest" to be conducted by the Theatre in co-operation with many local merchants.

These rings are now being distributed throughout the city, and additional rings will be given to all purchasers of tickets for the local premiere of "Shipmates Forever."

These are good luck rings in more than one sense, for possession of one of them may bring a real reward to its owner, if he or she happens to be in the audience when prizes are distributed.

Prizes Offered

At 9 o'clock, just after the premiere of "Shipmates Forever," Mr. ....., Manager of the ..... Theatre, (List names of committee members who will supervise the drawing), will draw numbers. Then, the people whose rings have these numbers on them, will receive prizes. The first prize will be (List all prizes).

"Shipmates Forever" is a comedy drama of life at Annapolis, with Dick Powell and Ruby Keeler, who made such a hit in "Flirtation Walk" again co-starred as screen sweethearts.

Supporting Powell and Miss Keeler are Lewis Stone, Ross Alexander, Dick Foran, Johnny Arledge and many others. Frank Borzage directed the original screen play by Delmer Daves.

Further details of the "lucky ring" contest will be announced from the stage of the ..... Theatre on ..... (opening date).

Here's a promotion suggested by one of the film's sequences — The Annapolis Ring Ceremony:

Nightly, starting two weeks or a week in advance of premiere, award prizes to persons in audience having numbered ring which corresponds with number picked from box. Should holder of winning number be absent, shelve prize for final drawing which takes place night you open "Shipmates." Like the idea? — then follow this step by step procedure:

SEE LOCAL EDITOR

While newspaper assistance isn't necessary — it'll help. Try Ed on couple of announcement stories. No sponsorship — just couple of plain ordinary news stories. There might be good yarn on winners. Especially if prize means great deal to them. After you've set this . . .

CONTACT MERCHANTS

Try local store managers for prizes. Explain that they'll be courtesy carded in lobby and from screen (If theatre policy permits). In addition, supply 'em with stack of cardboard rings, a certain amount to be distributed daily. In this way only cooperating stores will be headquarters for stunt. They can either give rings away gratis or with every purchase. No need telling you how many stores to contact. The more prizes — the more patron interest. After you've lined up the awards . . .

RING IN LOBBY

Give plenty of lobby space to contest announcements. Erect a giant ring similar to one illustrated.. Have usher in attendance handing out heralds announcing stunt. Special one or two frame trailer plugs wouldn't hurt. And if you've a regular program, devote major part of couple of issues to contest build-up.

DRAWING AT PREMIERE

It will probably develop that most of the prizes will still be on hand for the last drawing. If this is the case do everything possible to spread word of the "fortune in merchandise" to be given away. (You know all the angles) Before first night performance pick numbers out of hat. Just so there won't be any kicks, try to get couple of prominent locals to officiate. To add to general interest plant couple of stooges in audience to excitedly rush to stage only to find they have wrong number, etc.

REPORTERS ATTEND

The night of the drawing, invite reporters to see the fun. The description of the excited audience, people coming up with the wrong numbers and the rest of the confusion might make an interesting feature for the next day's papers. Of course, you'll have a photographer handy to take pictures of the lucky winner standing next to the pile of prizes.

OTHER SUGGESTIONS

In all announcements be sure to mention the tie up between the film's "ring ceremony" and this stunt.

If you don't want stunt to extend over week — whole thing can be shot opening night — with no piling up of prizes.

AND HERE'S ANOTHER 'RING DANCE' ANGLE

In dance hall, schools, and perhaps even your own lobby, the Annapolis Ring Dance might make quite a hit. Ring could be set up as illustrated, with couples dancing around it. Couples are judged, best dancers nabbing prizes.

(2nd Publicity Story)

Your Ring May Bring You Luck At Strand Today

Don't forget to bring your lucky ring to the celebration of the U. S. Naval Academy's traditional "ring dance" at the ..... Theatre tonight.

It may bring you luck, just as the possession of the Academy class ring is supposed to be mighty lucky for the cadet who has successfully completed his second year.

The ring ceremony is incorporated in the Cosmopolitan Production "Shipmates Forever," in which Dick Powell, Ruby Keeler and an all star cast will open at the ..... Theatre on .....

The rings, which have been distributed throughout the city and which will also be given all purchasers of tickets, form the basis of an unique contest arranged by the ..... Theatre in co-operation with many local merchants.

Each ring is valuable as a souvenir of a most important motion picture premiere. In addition it may have a more tangible value if its owner is in the audience when full details are announced from the stage of the ..... Theatre immediately before the feature picture, "Shipmates Forever" is shown.

LOBBY AD

ARE YOU COMING TO 'RING NIGHT'?

Every night this week a numbered ring will be given to every patron of this theatre. Next Wednesday, during the showing of "Shipmates Forever," ten numbers will be called from the stage, and the lucky number holders will receive many valuable prizes, so be sure to get your ring and then be on hand next Wednesday evening at the premiere performance of

"SHIPMATES FOREVER"

YOUR LUCKY RINGS

This ring is made of heavy cardboard, imprinted with whatever copy you want. They're numbered successively, each ring having a different number.

Prices: 1M — $4.00; 5M — $3.75 per M; 10M — $3.50 per M.

Order direct from:
ECONOMY NOVELTY CO.
225 West 39th Street
New York City

Take 'Em On A 'Kiddie Kruise'

Perhaps you'll want a Navy Day in your theatre just for the youngsters. It's a Navy picture you're playing, and by handling a special Kid Matinee in cruise style you'll be giving the young 'uns something to word-of-mouth about. Lobby decorations, bally, games, entertainment . . . it's all explained below. Like to try it?

(Publicity Story)

Kiddies' Kruise Will Be Held At Strand Theatre

If every child in ..... (name of city) doesn't decide to go to Annapolis and devote his adult life to service in the Navy, it won't be the fault of Manager ....., of the ..... Theatre.

Mr. ....., who will show the Cosmopolitan Production "Shipmates Forever," with Dick Powell and Ruby Keeler in the stellar roles at the ..... Theatre on ....., has arranged a "Kiddies' Kruise" in which dozens of youngsters will participate during the engagement.

Kiddies from the various dancing schools will appear in the prologue in routines of "navy" dances. A navy costume party will be staged, and a kiddie amateur night will give the talented youngsters a chance to show their stuff.

A children's party, with prizes and "eats" is a feature of the program, but the big event will be a story telling contest lead by ..... (names) former navy men, who know hundreds of thrilling stories of adventure on the high seas.

KIDS GIVE PROLOGUE

On your stage, you can have a kiddie prologue. Dancing school might co-operate by having the youngsters learn a couple of "navy" routines set to music from film.

USE NAVY SHORTS

To make your program 100% Navy, choose shorts pertaining to the sea to balance this special program. There are several good Vitaphone shorts that'll fit the bill. Ask for 'em at your exchange.

MASQUERADE ON STAGE

Another party stunt is a navy costume contest. Children march across stage in their sailor costumes and judges pick best dressed boy and girl and boy and girl with most outlandish costumes.

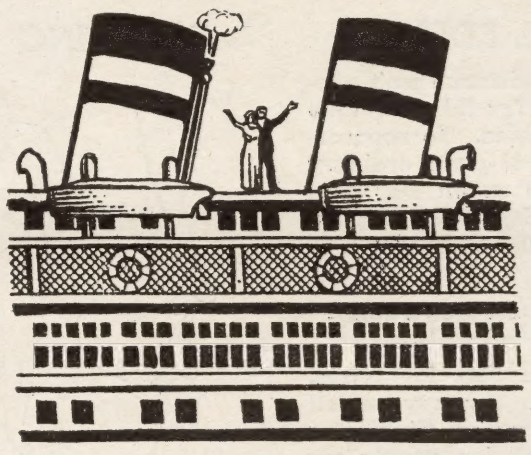
DOORMAN GREETS CHILDREN

When the youngsters come over to your theatre for the cruise, your doorman should greet 'em in naval uniform and manner. He could say: "Ahoy there! Step aboard the S.S. Strand for your Kiddie Kruise!"

KIDDIE AMATEUR HOUR

If amateur nights are still big, it might be an idea to have an amateur hour for the kids on your Kiddie Kruise. A bunch of youngsters doing their stuff on the stage might be a lot of fun and give the juveniles a tremendous kick.

CRUISE TICKET GIVEAWAY



Get Your TICKET for . . .

The KIDDIE KRUISE

Put on your sailor clothes for

AN AFTERNOON OF FUN!

F Refreshments
R Stories
E Prizes
E Games

And featuring . . . . . .

SHIPMATES FOREVER

A COSMOPOLITAN PICTURE

with

DICK **POWELL** RUBY **KEELER**

Lewis Stone — Ross Alexander

The KIDDIE KRUISE

sails from

(THEATRE IMPRINT, PLAYDATE & PRICES)

This 'ticket' can be given to children in your lobby, at school or on the street. Printed as illustrated, on pink stock. Prices including your imprint: Single M $3; 5M — $2.50 per M; 10M — $2 per M.

Order direct from:

ECONOMY NOVELTY CO.
225 West 39th Street
New York City

TELL KIDS AT SCHOOL

To tell the youngsters about your "cruise," plaster schools with announcements. Heralds can be tacked on bulletin boards and distributed to the kids as they leave. Remember to tell 'em that they're to come dressed in sailor outfits.

NAVY SONGS

Kids go strong for singing in a big way. So how about getting together some navy songs for them to yodel? Words of songs could be mimeographed and distributed to the kiddies so that they'll know the words when you play 'em. If you can persuade a Boy Scout Band to play the music from your stage, great — if not, victrola records over your P.A. system will serve as well.

Your Newspaper Ad

CHILDREN! CHILDREN!

Don't Miss . . . . .

The KIDDIE KRUISE

Special entertainment, games, refreshments.

During the showing of

SHIPMATES FOREVER

A COSMOPOLITAN PICTURE

with

DICK **POWELL** RUBY **KEELER**

at the

(THEATRE, PLAYDATE and PRICES)

NAUTICAL LOBBY

You'll want to doll up your lobby a bit to give it a nautical effect. Ship's bell ringing once in a while, life preservers tacked on walls, stills of boats will all help. Of course you'll want to dress your ushers as sailors, perhaps telling 'em to salute the youngsters when they come in, and maybe your carpenter can design a gangplank entrance.

GUESSING CONTESTS

There are numerous guessing contests in which the kiddies can compete. Identifying types of boats or stills from past pictures, guessing the length of a ball of cord, figuring out the weight of an anchor are just a few of many stunts you could use to keep the youngsters entertained.

SAILOR TELLS STORIES

If a naval officer or sailor can be found, try to persuade him to give a talk from stage. He might know some swell stories to tell the youngsters, experiences that'll give 'em some real excitement.

CHILDREN'S PARTY

Can you promote some food and candy for party? and some souvenirs for the youngsters to take home. (Ed. Note: Take a look at the novelty sailor hats . . . the kids will love 'em). And there'll be almost no expense for games like apple-ducking, pinning the tail on the donkey and others.

31 Ways To Open Main St. Windows

These tie-up stills were picked with an eye towards winter fashion displays. We've even selected a couple of Keeler's which are ideal for shops offering clothes for Southern cruises. No need reminding you that these stills can't be used for endorsements. Available in 8" x 10" size on glossy stock from Campaign Plan Editor, 321 West 44th Street, New York City. Prices 10c each or $2.75 for the complete set.

MUSIC SHOP

GUITAR - A.P. 122

BEAUTY PARLOR

R.K.-476

R.K.-477

HAIRDRESS - R.K. 478

SPORT SHOP

BOXING GLOVES - A.P. 157

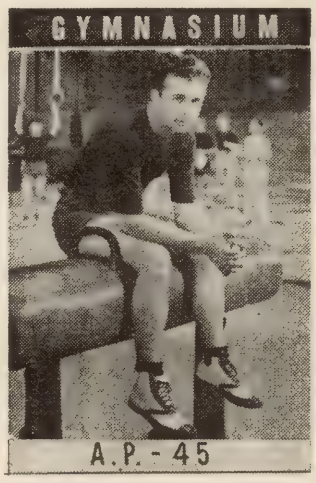
FLORIST SHOP

PEONIES - R.K. 344

HAT SHOP

HAT - R.A. 70 HAT - D.P. 226

GYMNASIUM



A.P. - 45

SMOKING SUPPLIES

PIPE & TOBACCO POUCH - RA. 29

WOMEN'S SHOP

SAILOR SUIT - R.K. 396 SHORTS & MIDDY BLOUSE - R.K. 408

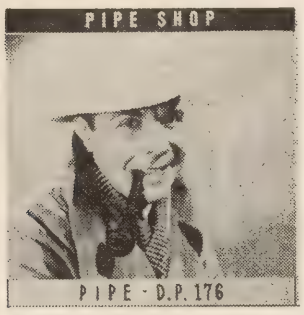
DEPARTMENT STORE

PIANO - A.P. 156 TEA SET - R.K. 245 LUGGAGE - A.P. 34

MEN'S SHOP

NECKTIE - R.A. 64 LOUNGING ROBE - RA 75 FULL DRESS SUIT - RA. 35 SCARF - D.P. 129 TOP HAT & GLOVES - R.A. 15 TUXEDO - D.P. 229

PIPE SHOP



PIPE - D.P. 176

STATIONERY SHOP

FOUNTAIN PEN - D.P. PUB - A 184

MEN'S SHOP

LAPEL FOB - D.P. 221 WATCH BAND - R.A. 69 RAINCOAT & GLOVES - D.P. 180 DRESSING GOWN - D.P. PUB A-186 SUIT - D.P. 153 NECKTIE - D.P. 121

DEPARTMENT STORE

MAX FACTOR PRODUCTS - YD. 54

MEAT MARKET

TURKEY - D.P. PUB - A 151

How To Plan A 'Navy Day'

October 28th is Navy Day. If you're playing the picture around this date, you'll want to tie up with the celebrations. Like any of these suggestions?

1. **Sea Scouts, ROTC units and sailors march to theatre with bands playing and banners plugging day and picture.**
2. **Approach dance orchestras in night clubs and on air to see if they'll dedicate songs from picture to Navy Day.**
3. **By speaking to Mayor, Chamber of Commerce, and editors, you might get the whole town interested in Navy Day celebrations that'll tie up with film.**
4. **No need to advise you to dedicate performance to Navy. Ushers can wear sailor hats with imprint, and you might pass out a few of the hats to youngsters.**
5. **First 20 sailors and their girls who come to box office on Navy Day can be admitted free.**
6. **You might be able to promote samples of tobacco or candy to be given to sailors who see your show on Navy Day.**
7. **At football games, a Navy Day parade between halves, with school bands playing navy songs and songs from picture.**
8. **You might get airport to co-operate on air stunts. You tie in with programs and announcements at theatre. They plug show over P. A. system at field.**
9. **Lobby contest on famous naval heroes or on types of ships used in Navy.**
10. **Navy Day might be a good day to plant your co-op ad on Navy Blue clothing.**
11. **Need we suggest that you'll get a nice street bally by fixing up truck as a ship, letting it drive around with music playing and a couple pretty gals looking over the sides.**
12. **If schools have Navy Day talks or celebrations, try getting in a plug for your show.**

If playdate comes too much before or after, you might organize your own Navy or Annapolis Day, working it out somewhat along the same lines.

AD SECTION IS INSERTED IN THIS BOOK ON SPECIAL COATED STOCK

Dedicating Film To Navy

This film was dedicated to the U. S. Naval Academy at Annapolis. Following ideas might be used to promote the dedication angle:

1. Build a plaque for lobby, surrounded with stills of the cadets, and copy telling that film was dedicated to Naval Academy.
2. Notice on bulletin boards of all naval organizations, advising of the dedication.
3. Publicity story to papers.
4. If there are any prominent lads in town who are now at or are graduates of the Naval Academy, a variation on this stunt would be to dedicate film to them—inviting their families, the mayor and prominent officials.

FREE RADIO SKETCH

Twelve minutes of comedy, action and music from film plus three minutes at beginning and end for picture plug. If you can use it, write Campaign Plan Editor, 321 West 44th Street, N. Y. C., and we'll send you a mimeographed copy for each member of the cast.

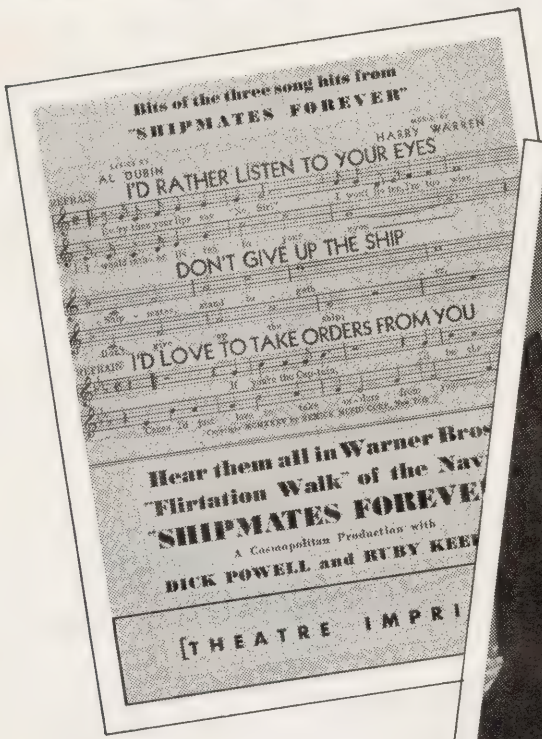
The Words And Music . . . In The Dick Powell Song Book

The folios of song hits made famous by Dick Powell received so much attention that Witmarks are publishing a new folio concurrently with release of this film.

The issue will again be called MORE POWELL TO YOU, and will contain the song hits from his many pictures along with scenes from these films.

The folio will be on sale in all music stores. Special window cards are available, which, together with your other material and stills provides added dealer incentive for 'Shipmates Forever' counter and window displays.

MUSIC? TAKE IT AWAY!



AUTOGRAPHED PHOTOS

They're 8" x 10", printed on pebbled stock. Enough of the three tunes from the film is on the back to make 'em take it home and try it on their piccolos . . . Ample space for your copy. Price: $4 per M, on order from

SAM SERWER—REMICKS
1260 SIXTH AVENUE • NEW YORK CITY

These songs are right up to the standard of the past hits written for Dick Powell. Top name radio bands and vocalists are plugging these tunes consistently.

I'D RATHER LISTEN TO YOUR EYES

DON'T GIVE UP THE SHIP

I'D LOVE TO TAKE ORDERS FROM YOU

TITLE PAGE

Makes a neat window display. In two bright colors, with title and cast boldly displayed. We'd advise you not to wait too long before placing your orders, because they're FREE and sure to be in demand by dealers.

POST CARD

This is a reproduction of the post card to be sent by the publishers to all orchestras and radio stations throughout the country. Cards will also be sent to music dealers in advance of playdates. IT IS NOT AVAILABLE TO THEATRES.

BALLY RECORD

Sells the tunes, stars and story of this show. For sound truck, P. A. system, on front or marquee. Yours for 75c.

COUNTER CARD

Die-cut and designed to 'steal' those music dealer counters and windows. They're 9" x 12"—easel-backed and printed on 6-ply board. 5c. each, postage collect.

REMICK REPRESENTATIVES

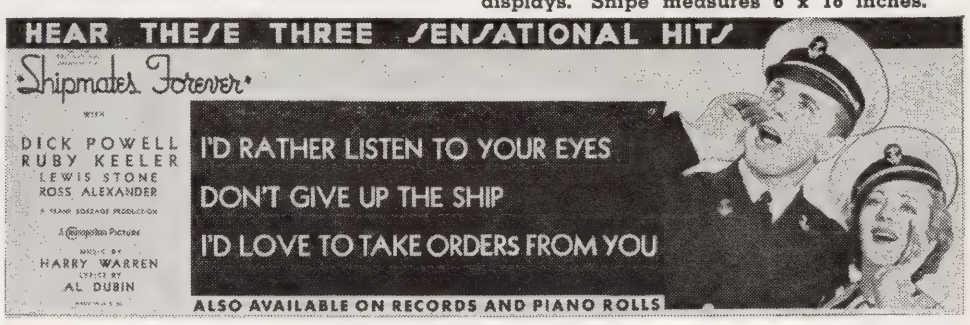
ARTIE MEHLINGER — 5808 Sunset Blvd., Hollywood Cal.
ELMER MacDONALD — 1703 N. Grand Ave., St. Louis, Mo.
WALTER DONOVAN — 54 W. Randolph, Chicago, Ill:
NELSON INGHAM — % Wurlitzer, 1015 Euclid Ave., Cleve., Ohio.
FRANK MACHADO — 131 Arlington St., Boston, Mass.

BRASS BAND ARRANGEMENT

Special arrangement for brass band has been made of the film's hit tune, "Don't Give Up The Ship." Song has been dedicated to Annapolis—and since it makes such a grand marching and football song—why not try to sell local schools and colleges on using it. Copies will be on sale at all music shops. For further information, contact Sam Serwer, Remick, Radio City, New York.

WINDOW STREAMER

FREE in limited quantities for music dealer displays. Snipe measures 6 x 18 inches.



ACCESSORIES ON THIS PAGE AVAILABLE ONLY FROM Sam Serwer, R. C. A. Building, Radio City, N. Y.

SALE*ing* SALE*ing*

with RUBY KEELER · DICK POWELL
and the stars of "SHIPMATES FOREVER"

SUIT *Yourself* **IN BLUE**

[THEATRE AD HERE]

RHAPSODY IN BLUE!

WARNER CLOTHES

The SKIPPER

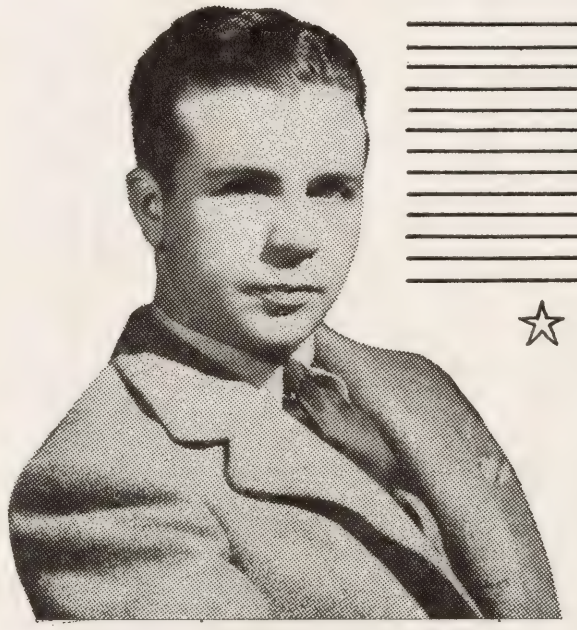
MURPHY'S ROBES

NAVY BLUE *Sweaters*

SWEATERS, INC.

WOMEN'S WEAR, INC.

True To The Navy!



Mac's Men's Shop

HERE COMES

THE NAVY!

Milady's Hats

Hats Off!

BERETS ON!

The HAT *Shop*

Nautical BUT *Nice!*

THE BLOUSE SHOP

Co-op page, illustrated above, available in one unit. Order mat No. 801—80c.

4 RADIO SPOT ANNOUNCEMENTS

½-MINUTE RADIO PLUG

(*Record plays "Anchors Aweigh." Fades when announcer starts speaking, but keeps on playing in background.*)

ANNOUNCER: It's Navy Day in (Name of City). Dick Powell and Ruby Keeler have comes to town in "Shipmates Forever," a great story about the life of a midshipman at Annapolis. You hear Dick sing, you'll see Ruby dance in their best picture since "42nd Street." Go to the Strand Theatre now and see Dick Powell and Ruby Keeler in "Shipmates Forever," a Cosmopolitan hit for Warner Bros.

2-MINUTE RADIO PLUG

A group of delightful young screen stars are coming to town soon . . . Your knowledge of Hollywood will doubtless make it easy for you to guess who they are from the following facts about them . . . It wouldn't be a bad idea to jot down the names as — or if — you get them.

First there is a good-looking young chap from Arkansas . . . He made his own way from early youth by all sorts of odd jobs in his home town . . . then the church choir . . . his own orchestra . . . touring companies . . . three-and-a-half years as a Pittsburgh theatre master of ceremonies . . . you listen to him every week over the air . . . Know him? Scribble his name down.

Second there is a blue-eyed, startled-looking, twinkling-toed bit of femininity . . . born in Halifax . . . but as Irish as the shamrock for all that . . . married to a famous Broadway entertainer. Of course, you know, now. Make a note of it. *Third,* a gray-haired, keen-eyed actor whose performances are uniformly good. Born in Worcester, Massachusetts in 1879. Among his more recent pictures are "Bureau of Missing Persons," "The Girl from Missouri," "Treasure Island" and "David Copperfield." *Fourth* a tall slim personable New Yorker . . . Born in Brooklyn . . . Acted under Hugh William Towne in the Little Theatre Rochester, New York . . . At 17 went to Packer Theatrical Agency in New York . . . at 18 appeared on Broadway in support of Blanche Yurka . . . His pictures include "Flirtation Walk" and "A Midsummer Night's Dream." Do you know him? Whether you have guessed them all or not — here they are — Dick Powell, Ruby Keeler, Lewis Stone and Ross Alexander and they can be seen tomorrow night at the ..... Theatre in First National's brilliant Navy Picture "Shipmates Forever."

1-MINUTE RADIO PLUG

(*Breaks into sustaining program.*)

ANNOUNCER: FLASH! FLASH! We've just received the reviews on Dick Powell and Ruby Keeler's latest picture, "Shipmates Forever," which opened last night at the Strand Theatre. Just listen to what Mort Hellindale of the Times says: " 'Shipmates Forever' is the best picture Ruby Keeler and Dick Powell ever made, surpassing even their previous success in 'Flirtation Walk.' The songs are catchy, and with Dick to sing and Ruby to dance — well, what more could you ask? Cosmopolitan and First National Pictures deserve congratulations for producing one of the finest pictures of the year." Well, there isn't much to say after that, is there? So I'll just advise you to go to the Strand Theatre now to see Dick Powell and Ruby Keeler in "Shipmates Forever."

3-MINUTE RADIO PLUG

(*Band plays "Anchors Aweigh." Fades.*)

ANNOUNCER: Yes sir, the Navy's coming to town. Dick Powell and Ruby Keeler are coming to the Strand Theatre in "Shipmates Forever." You'll hear Dick sing "Don't Give Up the Ship," listen to it. — (Band plays "Don't Give Up the Ship.") Ruby dances to it as only she can dance. Then Dick sings — (Band plays "I'd Love to Take Orders from You.") Like that? It's called "I'd Love to Take Orders from You." But he sings another hit song that I think you'll like. Just listen to a chorus of "I'd Rather Listen to Your Eyes." — (Band plays "I'd Rather Listen to Your Eyes.") Yes, Dick Powell and Ruby Keeler are a great pair. You know, "Shipmates Forever" is their sixth picture together, and they've made quite a record — from "42nd Street" right through to "Shipmates Forever." And from what I've heard, "Shipmates" tops all their previous pictures. Lewis Stone and Ross Alexander head a cast of stars supporting Dick and Ruby in this romantic comedy of life at Annapolis. Why not do what I'm going to do? Go to the Strand Theatre tonight.

(*At this point, band plays "Don't Give Up the Ship" in the background, getting louder until announcer finishes.*)

See Dick Powell and Ruby Keeler in "Shipmates Forever," the "Flirtation Walk" of the Navy! See the King and Queen of song and dance in the greatest picture they've ever made! Don't forget, the Strand Theatre, tonight.

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SHIPMATES FOREVER

"SHIPMATES FOREVER"

A Cosmopolitan Picture Produced by Warner Bros., starring Dick Powell and Ruby Keeler, and featuring Lewis Stone, Ross Alexander, John Arledge, Dick Foran, Eddie Acuff, Robert Light, Mary Treen and Martha Merrill. Original screen play by Delmer Daves. Directed by Frank Borzage.

Fictionized by
Joseph Jefferson O'Neill

CHAPTER I

Shadows of unhappiness darkened the lean, aristocratic face of Admiral Richard Melville II, commander-in-chief of the United States Fleet.

Standing there gripping the bridge-rail of his immaculate and magnificent flagship, this should have been, it would seem, one of the proudest and happiest days of the tall, gray-thatched sea-fighter's life.

The Fleet was moving slowly into New York Harbor. Waiting there, to review the battleships and cruisers and destroyers and aircraft-carriers, was the President of the United States.

Planes roared overhead. The walls of Riverside Drive, high above the placid, sunlit Hudson, were blackened by the forms of scores of thousands of eager holiday-makers. Across the broad river, on the Palisades of New Jersey, were more gay throngs. Everywhere flags flew, music sounded.

"Splendid sight, sir, isn't it?" volunteered the Admiral's executive officer, as he stood against the rail with Melville.

"Splendid, yes, Burton — I suppose I should be without a care in the world today. Here we are, around from Pedro without the slightest kind of a slip. Everyone well — no accidents . . . my last sea-duty is over . . . I go down to take charge at Annapolis . . . yes, I should be content, I suppose — but I'm not."

"It's your . . ."

"My boy, Burton." There was a touch of scorn in the Admiral's voice as he spoke the name — "Richard Melville III." He touched the arm of his fellow-officer.

"Sometimes, Harry, I wish that I had possessed your philosophy of life and remained a bachelor. You know my family history pretty well, I think. The first Richard Melville was graduated from the Academy not long after the Civil War. He gained his captaincy and lived and died for the Navy. My own record you know — an Ensign in the Spanish-American War, and in command of a cruiser in the North Sea in the World War.

"I've been pretty proud of that name, Harry — Richard Melville II — and when my son came along nineteen years ago, I didn't dream of selecting any other for him. He was to be Richard Melville III, an officer and a gentleman."

The Admiral's jaw-muscles tightened. "Officer and gentleman! That's what I'd hoped. And now — what is he?"

"A singer, sir, isn't he? I've heard his voice on the air —"

"A crooner!" snorted Melville. "A voicer of silly tunes that take the ears of sillier women. A paid entertainer in the Park Casino. That, my old friend, is the present wearer of the name that has been a part of Navy annals over a span of sixty years!"

"I can appreciate how you feel, Admiral. To you and me — to all true Navy men — the service is everything. Probably the money has blinded the boy —"

"Money! Five hundred dollars a week! Yes, it's a lot more than Navy pay, Burton. But I have always believed that Melville manhood was far more important.

"Is young Richard coming aboard, sir?"

"I'm going to make one last appeal to him. Whenever I've been with him, I've tried to drill into him the love that you and I have for the Naval Academy, for the service. When he was younger, I felt pretty sure that he wanted to carry along the family tradition, and would be proud to carry it along."

"Don't say that, sir. Things may turn out all right. He's still pretty young, you know."

"He's almost twenty, Burton. Once he passes that age, he can't be admitted to the Academy. I was not quite eighteen when I entered. You, as I remember, were about the same age. Let's see — you came in as a plebe when I was a first year man . . . We've been shipmates a long time, Harry. You've been a Captain for ever so long . . . And next year you'll be up for Rear Admiral . . . Good luck!"

"Thanks, Dick," said the executive officer.

The flagship, off Ninety-sixth Street, was losing way. There was a command, her great chains rattled through her hawse-pipes, and one of her immense anchors took hold of the Hudson's bottom.

(To Be Continued Tomorrow)

Call Of The Navy

She was a navy girl—his father was an admiral. Yet they both thought they hated the Navy and Navy life. What happened to them and their friends is told in the Cosmopolitan Production, "Shipmates Forever," in which Dick Powell and Ruby Keeler repeat their smashing success of "Flirtation Walk." See them and an all star cast including 2,000 seamen and officers at the ..... Theatre on .....

SHIPMATES FOREVER

PICK UP HEADING FROM CHAPTER I

SYNOPSIS OF PRECEDING CHAPTER

Admiral Richard Melville II, U.S.N., is unhappy because his son refuses to enter the Naval Academy at Annapolis. As he stands on the bridge of his flag-ship, entering New York harbor after fleet manoeuvres his sadness increases as he meditates upon the fact that this is his last command. In a few hours he leaves for Annapolis to take up his new duties as superintendent of the Naval Academy. He determines to make one last appeal to his son, a crooner in a New York night-club.

CHAPTER II

Sitting on the roof of a bright yellow 12-cylinder coupe parked at the edge of Riverside Drive, the blonde young man withdrew his binoculars from his eyes and looked downward at a picture that was closer — and prettier — than the long file of warships he had been watching.

"Miss!" he called. "Miss — you could see a lot better from up here!"

The small, slight girl in the green dress half-turned, then reconsidered. The young man called again and she did turn.

"Thank you — and isn't it glorious!" she exclaimed.

"I suppose it is," he said. "But, frankly, I'm pretty much fed up on Navy. I've been hearing it all my life. My father is in it; his father was in it before him—"

The girl looked questioningly upward.

"My name is Melville — Richard Melivlle Third — or second or fourth or something. I never did get it quite straight."

"I was a Navy girl, yes. My name is June Blackburn. My father was Captain Blackburn. Went down with his ship in the War. My brother Jim was a Lieutenant . . . Naval Air Service . . . He was on the Akron when . . ."

"I'm sorry," said the boy.

"Hello, Dad, nice fleet you brought home with you," said Richard Melville III. There was a flippant self-sufficiency about his tone that grated harshly on the Admiral's ears.

"Hello, son. You received my wire, I suppose, or you wouldn't be here. Have you come to a decision yet?"

"Were you expecting me to change my mind, sir? I've had no reason to."

"It's going to be an empty honor, son, unless you've changed your mind. It would be all the honor I wanted if I knew you were going to walk through those gates to become a Midshipman — as I did, and my father did . . . That you would write the next Melville chapter in Navy records. Your forebearers have always served Country and Flag, my boy, not dollars."

"You're a sentimentalist, Dad. Today everything boils down to dollars and cents — not to the Star Spangled Banner."

Admiral Melville looked at his son solemnly. He turned and looked out a porthole, then back to the boy again. Dick spoke.

"All my life I've heard nothing but Navy — Navy — Navy! I don't want to be just another Navy Melville. I want to stand on my own — and I've chosen singing as a way to do it. No, Dad — I'm not for the Navy."

The Admiral half averted his head to hide the hurt in his eyes.

"All right, my boy, then there's just one last request I'd like to make of you. I would like you to be here tomorrow afternoon when I say goodbye to sea duty — when my four-starred flag is hauled down and folded over my arm, and a successor takes my place as Admiral of the Fleet."

"Why, sure, Dad. O.K., I'll be here. By the way, what time will the ceremonies begin?"

"At four bells, promptly."

"Four bells? That's two o'clock, isn't it?"

The Admiral nodded as Dick started away. He looked in puzzled fashion after this strange young Melville whose life and thoughts were so far removed from Navy life.

(To be continued tomorrow)

If you've seen the show you know it makes a swell story. Two chapters on this page will prove it to your editor. Multigraphed copies are yours for the asking, including 10 stills to illustrate it. Mats of chapter headings also available. Mat No. 501, set of 10—50c. Write: Merchandising Plan Editor — 321 West 44th Street, New York City.

All my life I've heard nothing but navy — I don't want to be just another Navy Melville. I want to stand on my own —" (Dick Powell and Lewis Stone in a tense scene from the Cosmopolitan production "Shipmates Forever," the First National Picture coming to the ..... Theatre on .....

Thrilling Naval Drama-With-Song Coming To Strand

The thrill and romance of naval officers in the making, men who in peace or in war, heroically brave death for their country in their line of duty, is colorfully depicted in the new Warner Bros.-Cosmopolitan drama-with-music, "Shipmates Forever," which is scheduled as the feature attraction at the ..... theatre on .....

It is an intimate and revealing story of the lives of the midshipmen in their study rooms at Annapolis, on the parade grounds and their cruises at sea. It pictures them at work and at play; their loves and their laughter; their loyalty and their courage "under fire."

Dick Powell and Ruby Keeler head the cast. Dick personifies the raw cadet, somewhat spoiled but with the makings of a man, who is whipped into shape as a gallant officer through the rigor of the Naval Academy training, and Ruby the loyal daughter of the Navy.

Dick sings; fights a bitter battle alone with himself and finally winds up as a hero who dashes through scalding steam and flame to rescue a shipmate. Ruby dances to gay throngs, the while she fights desperately to win the man she loves to the traditions of the Navy.

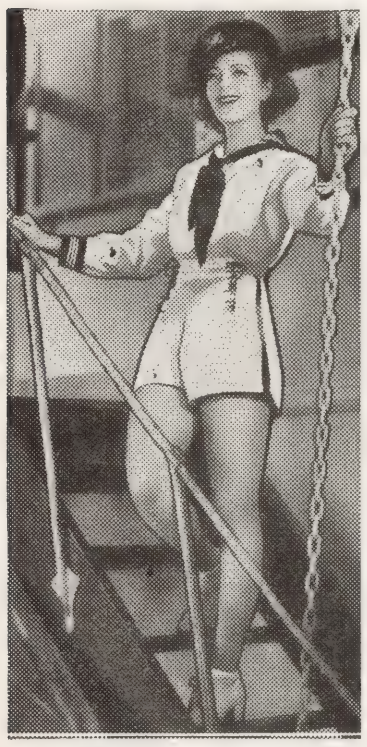
The film company spent a month at Annapolis, the movie actors enacting their roles with the training school as a background, and with 1,000 cadets taking part.

While the picture is not a musical, several new songs are introduced by Powell in his role as a night club entertainer. All were composed by the famous song writing team of Warren & Dubin. The chief of them is a marching song "Don't Give up the Ship." In addition to these, Dick sings a number of famous old sea ballads, among them "Abdul Abulbul Amir," and "Anchors Aweigh."

There is a talented supporting cast which includes Lewis Stone, Ross Alexander, Eddie Acuff, Richard (Dick) Foran, Robert Light, John Alredge, Joseph Crehan, Martha Merrill and Mary Treen.

Frank Borzage directed.

Ruby, Ahoy!



Ruby Keeler shows she has what it takes to make a sailor in her second co-starring picture with Dick Powell, "Shipmates Forever" the Cosmopolitan production coming to the ..... Theatre on .....

Mat No. 107—10c

Navy Drama And Musical Coming To Strand Today

Dick Powell and Ruby Keeler are again co-starred in the new Cosmopolitan drama-with-music, "Shipmates Forever," which opens at the ..... theatre today.

The famous screen lovers who made their first hit in "42nd Street," following it with "Gold Diggers of 1933," "Flirtation Walk" and other screen successes, appear in their most pretentious picture in "Shipmates Forever," a thrilling drama of midshipman life at the Naval Academy at Annapolis.

Dick sings a number of catchy songs which fall naturally into the plot, he being a crooner at a New York park casino before becoming a naval cadet. Miss Keeler, who plays the part of an orphaned daughter of a naval officer, compelled to earn her living dancing in a night club, gives an exhibition of fancy tap dancing with the famous Meglin Kiddies.

Glamorous sequences have been taken with the Academy as a background, the film company having spent more than a month at Annapolis to get the real setting. Other dramatic sequences were "shot" aboard the U.S.S. Pennsylvania, flagship of the Pacific Fleet, under the technical direction of naval officers.

More than a thousand cadets take part in the Annapolis scenes while as many more officers and men of the Navy work with the screen players aboard the Pennsylvania. The traditional customs of the Naval Academy are all woven into the romantic and exciting plot which soars in suspense to the breath-taking climax when Powell dashes through flame and scalding steam to rescue a shipmate, and thereby winning a bride.

There is a talented supporting cast in the picture, which is a Warner Bros. release, including Lewis Stone, Ross Alexander, Richard (Dick) Foran, Eddie Acuff, John Arledge, Joseph Crehan, Robert Light, Martha Merrill and Mary Treen.

Special songs were written for the production by the famous team of Warren and Dubin. Frank Borzage directed it from the screen play by Delmer Daves.

Stone Gets Wish To Be An Admiral But Only In Film

Lewis Stone, veteran film player, patted a shoulder-bar decorated with two stars and an anchor, which adorned his white naval uniform.

"This is what I always wanted to be—an Admiral!" he said.

He was dressed for the part of Admiral Richard Melville in the Cosmopolitan production, "Shipmates Forever," which comes to the ..... Theatre on ....., as a Warner Bros. release.

"When I was 17, the Spanish American war broke out. I ran away from home in Worcester, Mass., and joined the Navy," Stone continued. "Of course, I was just a gob, and I had to lie about my age, at that, to get in.

"The great heroes of the naval service during that short war were Admiral Sampson and Admiral Schley. It was my luck to catch glimpses of both, on the quarter decks of their battleships. And how I envied those great men!

"Now, after all these years, I'm an Admiral myself, even though it's only make-believe."

"Mr. and Mrs." In Navy Blue

Remember "Mr. and Mrs." of "Flirtation Walk"? They're reunited again in their first co-starring picture of a whole year. They are Ruby Keeler and Dick Powell, in their newest and biggest triumph, "Shipmates Forever," the Cosmopolitan Production coming to the ..... Theatre on .....

Mat No. 204—20c

(Review)

'Shipmates Forever' Filled With Thrills And Romance

Dick Powell And Ruby Keeler Splendid In Navy Film Now At Strand Theatre

Warner Bros. gave talking pictures to the screen. They also discovered that the United States government and its various departments furnished the background for stories of human interest far excelling fanciful adventures in mythological lands.

That they were correct has been proved by the remarkable success of its various service stories. "Here Comes the Navy" was the first; then life at West Point was dramatized in "Flirtation Walk." The marines had their hour in "Devil Dogs of the Air" and the success of "G Men," telling the story of the Department of Justice's war on crime started an entire series of lesser imitations.

Now comes the story of Annapolis, in the Cosmopolitan production "Shipmates Forever," which had its local premiere at the ..... Theatre yesterday, with Dick Powell and Ruby Keeler in the stellar roles.

This is a sweeping panoramic film, packed with thrills, romance and infectious song. The life of the naval cadet is presented in all its vivid coloring. He is shown aboard the training ships, on the great battleships of the Pacific fleet, at play and at work, as well as in love.

"Shipmates Forever" is the most romantic as well as the most thrilling of the service pictures.

Never has Powell been given such an opportunity to prove his versatility before the screen as in this picture. Not only does he sing many catchy airs in his inimitable manner, but his part calls for real dramatic action, to which he rises with genuine artistry.

The son of an admiral and Commandant at Annapolis, he has risen to the top as a crooner in a New York Park Casino and is known throughout the nation. Piqued by the scorn of his father, who tries to shame him into carrying out the traditions of the family, he enters Annapolis as a cadet, where he is unmercifully hazed because of his family relations, his crooning and his own haughty spirit.

It is not until his final year, when in training aboard a battleship, that he wins the love, respect and admiration of his shipmates by risking his life fighting through flame and scalding steam.

Dick is heard in three specially written songs for the production, one a rousing march time air, "Don't Give Up the Ship," that bids fair to become one of the popular hits of the season.

The special songs were written by the famous team of Warren and Dubin, but Dick sings other rollicking songs which caught and held the fancy of the audiences, one being the famous ballad, "Abdul Abulbul Amir."

Ruby Keeler was never more winsome and charming than as the orphaned officer's daughter, who fights to keep Dick up to his metal as a student officer of the Navy and the traditions she loves. Miss Keeler also gives an exhibition of her dancing, which falls naturally into the plot, she earning her living by dancing in a night club.

The majority of scenes were taken at Annapolis and aboard the U. S. S. Pennsylvania, flagship of the Pacific Fleet, in order to get the real atmosphere of the Navy.

There is a strong supporting cast headed by Lewis Stone, who plays the role of Dick's father, an admiral and Commandant at Annapolis. His work is polished, sincere and talented. Others who give exceptional performances are Ross Alexander, John Arledge, Eddie Acuff and Robert Light, as Dick's classmates; Richard (Dick) Foran, an upper classman; Joseph Crehan, Martha Merrill and Mary Treen.

Frank Borzage, who produced "Flirtation Walk," with Powell and Miss Keeler, has given this picture exceptionally fine direction. The story and screen play were both written by Delmer Daves.

Navy Harder Than West Point, Says Ross Alexander

A long-standing controversy has been settled by Ross Alexander—to his own satisfaction, at least.

The young Warner Bros. player is willing to go on record that the United States Naval Academy provides a "tougher" course than the United States Military Academy.

West Point and Annapolis graduates have often discussed the point, but naturally, no agreement was ever reached. Alexander, one of the few persons who has ever been to both institutions, can speak with authority about this moot question.

"It's easy to see the difference," Ross declared at Annapolis, Md., during the filming of "Shipmates Forever" which will open at the ..... Theatre on ..... "I was in West Point only two weeks, but Annapolis has already taken me more than three—and I'm not through yet!"

He referred, of course, to his motion picture matriculation at the two Academies—at West Point. for "Flirtation Walk," and at Annapolis for "Shipmates Forever," the new Cosmopolitan production in which he again appears with Dick Powell, Ruby Keeler and Johnny Arledge, all of whom had important roles in the other service picture.

Powell Is Given Stiff Training To Make Navy Film

During the filming of the Cosmopolitan production, "Shipmates Forever," which comes to the ..... Theatre on ....., as a Warner Bros. release, Dick Powell, singing star, found life just a series of teachers. He had to go through more schooling than he ever did in his kid days in the rustic village of Mountain View, Ark.

At 6:45 A. M. he was in the hands of his boxing-instructor, "Mushy" Callahan, former junior welterweight champ, who was preparing him for a big fight with Richard (Dick) Foran, a 6-foot-3 slugger.

At 8:30 Commander M. S. Tisdale, U. S. N., assigned from Annapolis to act as technical advisor on the picture, took Dick in hand, teaching him to walk, to salute and to issue commands in true Navy fashion.

Scene-taking began at 9 A. M., under Director Frank Borzage's commands, and continued until 5 or 5:30, with an hour out for luncheon.

DICK POWELL in "Shipmates Forever" at the Strand.

Mat No. 103 10c

At 8 P. M. Dick began an hour of instruction from his vocal teacher, Professor Eduardo Lippi. Pleasant and powerful as Dick's voice is, he is constantly striving to make it better.

Then at 9, three times a week, he rehearses with the dialogue director of his radio station, his weekly act that goes over a national network.

"All the rest of the time was my own, for social activities and whatnot," said Dick.

"Shipmates Forever" is a stirring drama of life at the U. S. Naval Academy at Annapolis.

Ruby Keller Taps 14 Steps A Second In Naval Picture

How many taps per second does a tap-dancer tap, when that tap-dancer is going at full speed?

Ruby Keeler, perhaps as speedy a foot-shaker as there is, hits the floor with her sole and heel 14 times a second, 840 times a minute, and 2,520 times in a two and one-half minute dance she does in the Cosmopolitan production, "Shipmates Forever," which comes to the ..... Theatre on ....., as a Warner Bros. release.

While Ruby was making a tap-dance scene one day her husband, Al Jolson, had some visitors on the set. Her little feet were actually twinkling as she tapped to the rhythm of "Don't Give Up the Ship," a snappy rallying song that Harry Warren and Al Dubin wrote especially for the picture.

"Boy, is she goin' to town!" exclaimed one of Jolson's friends.

There may be dancers who get more taps to the second than Miss Keeler. Possibly the famed Negro expert, Bill ("Bojangles") Robinson may. Maybe Fred Astaire.

"Shipmates Forever" is a thrilling drama with catchy airs, treating with the exciting life of Annapolis cadets. The cast includes Dick Powell, Miss Keeler, Lewis Stone, Ross Alexander, Joseph Crehan, Richard (Dick) Foran, Robert Light, Johnny Arledge and hundreds of others.

Ruby Had To Become Star To See Annapolis

Many New Yorkers have never seen the Statue of Liberty, many Chicagoans never went to the fair and many Calfornians never saw the Hollywood Bowl.

Ruby Keeler, after living for years within a stone's throw of Annapolis had to get married, move to California and become a movie star before she realized her desire to see the U. S. Naval Academy.

At least three times, she made plans to go there, and professional engagements interfered.

She finally went there to take scenes in the Cosmopolitan production, "Shipmates Forever," which comes to the ..... Theatre on ....., released by Warner Bros.

Last Farewell

Ross Alexander, who is seen above bidding farewell to Martha Merrill, scored a hit in support of Dick Powell and Ruby Keeler in "Flirtation Walk." He does it again in "Shipmates Forever," the Cosmopolitan Production now at the ..... Theatre.

Mat No. 106—10*c*

They're Father and Son

There is pathos as well as melody and humor in "Shipmates Forever," the Cosmopolitan Production now showing at the ..... Theatre. Above are Dick Powell and Lewis Stone in a conflict of wills.

Mat No. 201—20*c*

Extras Mutiny On Director's Orders To Cease Kissing

Two hundred and fifty kisses were exchanged with quite some enthusiasm on a Warner Bros. sound stage during the production of the Cosmopolitan musical drama, "Shipmates Forever," which comes to the ..... Theatre on .....

Fifty boys and fifty girls—five kisses for each pair! And the boys and girls were all total strangers to each other when the osculatory proceedings began. Afterward? Well, why bring that up?

The scene was the Naval Academy at Annapolis. The occasion was the annual Ring Dance, at which each Midshipman who has passed his examinations for entrance into the second class becomes entitled to wear his class ring.

In the center of the dance-floor a ring 8 feet in diameter is erected vertically. Each Middie and his best girl friend pass through this. For an instant they halt inside the ring. The girl slips the class token on the boy's finger; they kiss; then pass on.

The taking of this scene caused something that rarely if ever is seen in a movie studio—a complete disregard for the director's orders. After moving about twenty couples through the ring, Director Frank Borzage called "Cut." That means for the film to stop running and everybody to cease action.

The films stopped, yes; but do you think those thirty kissless couples stopped? They did no such thing. They kept on moving right through the ring and kissing—even though they were not being photographed.

"Shipmates Forever" is a smashing drama, with all the glamor of the life of the naval cadets at Annapolis, where many of the scenes were taken. In the cast are Dick Powell, Ruby Keeler, Lewis Stone, Ross Alexander, Joseph Crehan and hundreds of others. The screen play is by Delmer Daves with music and lyrics by Warren and Dubin.

Navy Ceremony Shot For Picture Aboard Warship

One of the most impressive ceremonies that the United States Navy knows was enacted on the quarter-deck of the battleship Pennsylvania, of the Pacific Fleet, during the production of the Cosmopolitan picture, "Shipmates Forever," which comes to the ..... Theatre on ....., as a Warner Bros. release.

The ceremony is the relinquishing of the command of the fleet by an Admiral who has completed his last tour of sea-duty and is to become Commandant of the Naval Academy at Annapolis.

The scene was for a motion picture, a film of Naval Academy life that stars Dick Powell and Ruby Keeler. But the spectacle, none the less was absolutely authentic and stirring.

Lewis Stone played the part of "Admiral Melville," who has come from a long line of naval ancestors and is the father of Powell, whom he hopes will carry on the long tradition. Frederick Burton, another veteran character-actor, played "Admiral Graves," who succeeds him in his demand.

When an Admiral gives over his fleet to a successor, his four-starred flag, indicating his rank, is hauled down from the masthead, folded, and laid over his arm, as the salute gun fires the requisite number of shots in his honor.

These scenes engrossed the rapt attention of all the officers who were aboard the Pennsylvania, and were pronounced correct in every detail.

The picture is a glamorous romance and a stirring drama with special music by Warren and Dubin. The cast includes besides Powell and Miss Keeler, Lewis Stone, Ross Alexander, Joseph Crehan, Richard (Dick) Foran, Robert Light, Johnny Arledge and hundreds of others.

Frank Borzage directed the picture from the screen play by Delmer Daves.

No Gum Chewing Is Permitted In U. S. Naval Film

"No gum-chewing, boys!" was Director Frank Borzage's order to a hundred extras impersonating Annapolis midshipmen in the Cosmopolitan picture of Naval Academy life, "Shipmates Forever," now showing at the.... .....Theatre, and released by Warner Bros. Borzage's technical advisor from the school had just told him:

"No naval midshipman or officer is permitted to chew gum except in the privacy of his room, or while taking part in an athletic contest."

A small item, but Borzage insisted upon being technically correct in everything. These boys were watching the midshipmen's boxing contests.

Other examples of Borzage's insistence on realism was in the manner of dress. Annapolis boys wore undershirts with sleeves half way to the elbow. The extras in the film were provided with these. None had ever worn such garments before.

The middies also wear ankle-height shoes, not low-cut oxfords. None of the extras had ever been shod thus before. All of the lads were Southern Californians where high shoes and boots are never worn.

Ordinary shirts and low shoes might have gotten by undetected in the picture, but Borzage wouldn't chance it.

"Shipmates Forever" is a stirring drama with an all star cast headed by Dick Powell and Ruby Keeler and including Lewis Stone, Ross Alexander, Richard (Dick) Foran, Eddie Acuff, Johnny Arledge, Robert Light and Joseph Crehan.

Music and lyrics are by Dubin and Warren and screen play by Delmer Daves.

Impressive Ring Dance Shown In Annapolis Film

Many beautiful ceremonies mark the four years that a Midshipman spends in the United States Naval Academy at Annapolis before he is graduated as an Ensign, but none is more impressive than the "Ring Dance" that celebrates his entrance into the Second Class.

In Dahlgren Hall, one of the Academy's largest buildings, a gigantic ring stands in the center of the floor, and through this each Middie dances with his sweetheart. Having passed through, the girl takes the boy's hand, places his class ring, with Navy insignia, upon his finger, and kisses him.

The world at large will see this scene, for the first time, in the Cosmopolitan picture which comes to the ..... Theatre on ....., released by Warner Bros.

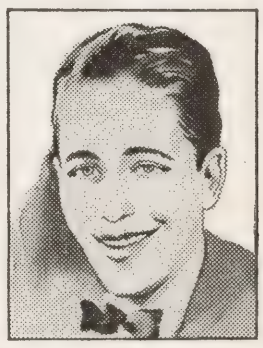
Dick Powell is the boy and Ruby Keeler is the girl. The scene was made at the Academy at Annapolis during the 1935 graduation exercises, under the direction of Frank Borzage, who also made Powell's recent West Point picture called "Flirtation Walk."

Powell sings and Miss Keeler dances in "Shipmates Forever," the new film, which is a glamorous romance as well as a stirring drama of Annapolis life. The cast includes besides Powell and Miss Keeler, Lewis Stone, Ross Alexander, Eddie Acuff, Joseph Crehan, Richard (Dick) Foran, Robert Light, Johnny Arledge and hundreds of others. The screen play is by Delmer Daves with music and lyrics by Warren and Dubin.

MOVIE STAR Quiz-Quicks

1. Who is this star?
2. What is his home State?
3. Is he married?
4. His current film?

Mr. Quiz-Quick



5. Who is this player?
6. In "Flirtation Walk"?
7. His home town?
8. In "Midsummer Night's Dream"?
9. Who is this star?
10. Married to what star?
11. Born in what country?
12. Her current film?

Mat No. 208—20*c*

ANSWERS

1. Dick Powell. 2. Arkansas. 3. No. 4. "Shipmates Forever." 5. Ross Alexander. 6. Yes. 7. Brooklyn, N. Y. 8. Yes. 9. Ruby Keeler. 10. Al Jolson. 11. Canada. 12. "Shipmates Forever."

He's a Naval Cadet Now

Ross Alexander made a distinct hit in support of Dick Powell and Ruby Keeler in "Flirtation Walk." He's with them again in the Cosmopolitan Production "Shipmates Forever" at the ..... Theatre. He's shown above with his "girl" of the film, Martha Merrill.

Mat No. 203—20c

Naval Cadets Use Many Peculiar Slang Terms

By JOSEPH JEFFERSON O'NEILL

"Are you going to drag to that Malibou hop Saturday night?" asked Dick Powell of Ross Alexander on a stage at Warner Bros. studio, during the production of the Cosmopolitan musical drama, "Shipmates Forever," which comes to the ..... Theatre on .....

"No, I got a brick," answered Ross. "Not even up to 2.5. Too much foo-foo besides. I'll become a Red Mike if any more like that are wished on me."

"Why don't you just gundeck, then caulk off?" asked Dick.

"Maybe I will," replied Ross, "and then send her some pogey-bait."

Pretty mysterious talk, what? Certainly unintelligible to any ordinary landlubber. But perfectly clear to Dick and Ross or to anyone who ever went through the Naval Academy at Annapolis. The two boys picked up the lingo while there a month making "Shipmates Forever," in which Ruby Keeler co-stars with Powell.

The word "drag," in Annapolis slang, is both a verb and a noun. As the former, it means "escort a girl." As the latter, it means the girl you're going to escort. A "hop," of course, is a dance, as is well known outside Navy circles.

A "brick," in the verbiage of the Midshipmen, is, when used as a noun, a girl who is not especially attractive. As a verb, it means to inflict such a girl upon some unsuspecting classmate. So when Alexander said he "got a brick," it meant some pal had wished off on him an undesirable specimen of femininity.

At Annapolis, "2.5" means "passing grade" at examinations. "Perfect" is "4.0." So this girl in question wasn't even passable. "Foo-foo" means perfumery. Apparently she was too violently scented.

A "Red Mike" is a "non-dragger"—that is, a Midshipman who doesn't go in for dancing or other social stuff. So Alexander meant that if he couldn't draw prettier girls than this one, he'd go into seclusion.

Dick Powell's suggestion that his friend should "gundeck" brought a peculiar bit of Annapolis slang into the conversation. To "gundeck" means to feign intoxication—to simulate a souse, in other words.

Annapolis has a fairly complete language of its own. "The O.A.O." means the "one and only"—that is, the Midshipman's very best girl friend, although disappointed maidens in "Crabtown," as they call the place, have declared it means "one among others."

A "wife" doesn't mean that at all; it means a roommate. A "yard-engine" is a girl—usually an officer's daughter who lives within the confines of the naval reservation. "Shiverin' Liz" is gelatine. To "bilge" means to fail to pass an examination.

"Man Overboard!" is the cry when a cadet violates a rule of etiquette such as leaving his spoon in a cup of coffee. There fellows a chorus of "Submerge," which means that the offender must duck under the table and stay there until told by an upper classman to "make surface."

To "make fast that port" means close that window. A window is never referred to as such. It's always a port. "Make fast that bulkhead" means close that door.

It seems there is an Annapolis rule that when walking with a "drag" a midshipman may not permit her to take his arm. If he does, and a D.O. (duty officer) catches him, he's sure to get a certain number of "demos," or demerits. And if he holds a drag's hand a fraction of a minute too long at parting, even that calls for a demo or two.

The picture is a glamorous romance and a stirring drama of Annapolis life. Others in the cast include Lewis Stone, Joseph Crehan, Richard (Dick) Foran, Robert Light, Johnny Arledge and hundreds of navy boys. The screen play is by Delmer Daves and the music and lyrics by Warren and Dubin.

Write New Song For Midshipmen Gridiron Rallies

A new song has been written for the repertoire of rallying melodies with which the Midshipmen from Annapolis cheer on their football team. It's called "Don't Give Up the Ship" — a swinging, easy-to-sing melody in stirring march time; just the sort of thing that men like to yell at the top of their lungs in gridiron grandstands.

"Don't Give Up the Ship" is one of the songs that Dick Powell sings in the Cosmopolitan production "Shipmates Forever," now showing at the ..... Theatre. A chorus of 30 fellow-Midshipmen join with Powell in shouting the chorus in one of the big scenes of Annapolis life.

Several Navy officers who acted as technical advisors on the film which is a Warner Bros. release, declared that "Don't Give Up the Ship" is at least the equal of several of the old-established songs that Navy men sing when they get together.

"Shipmates Forever" is a stirring drama of the Annapolis cadets. There is an all star cast headed by Powell and includes Ruby Keeler, Lewis Stone, Ross Alexander, Eddie Acuff, Dick Foran, Johnny Arledge, Robert Light and Joseph Crehan.

Music and lyrics are by Dubin and Warren. Frank Borzage directed the picture from the screen play by Delmer Daves.

Johnny Arledge Has Heroic Part In Navy Picture

Although Dick Powell and Ruby Keeler are the accredited stars in "Shipmates Forever," the Cosmopolitan musical drama of Naval Academy life, which comes to the ..... Theatre on ..... , the most sympathetic role in the picture belongs to Johnny Arledge, fast-rising young featured player.

Arledge appears as "Cox'n," a lad who has won his way up to Annapolis from the ranks of enlisted men, only to be "bilged out" because he fails in an examination on a highly technical subject. He returns to the ranks to meet a tragic end in a feat of heroism aboard ship.

Johnny is from Crockett, Texas, and though only 27, was an experienced stage actor long before he entered movies four years ago. In 1930 his performance in "Up Pops the Devil," with Pauline Frederick, was rated among the best ten of the year.

He puts an intensity of feeling into his work that invariably affects audiences. He has several emotional scenes in "Shipmates Forever" that brought plenty of tears from those who have seen previews of the picture.

Others in the cast of "Shipmates Forever," a Warner Bros. release, include Ruby Keeler, Lewis Stone, Ross Alexander, Eddie Acuff, Richard (Dick) Foran, Robert Light and Joseph Crehan.

Music and lyrics are by Dubin and Warren. Frank Borzage directed the picture from the screen play by Delmer Daves.

Ruby Keeler Now Giving Lessons In Navy History

Star Digs Up Information While Making "Shipmates Forever"

"Ruby Keeler—Instructress in American Naval History."

The lovely little dancing star of the movies is qualified to have those words on her cards, since she returned from Annapolis, where a majority of the scenes for the Cosmopolitan production, "Shipmates Forever," which comes to the ..... Theatre on ....., were made. Ruby co-stars with Dick Powell in this musical drama which is a Warner Bros. release.

At a gathering of friends at her home the other evening, she tested out their knowledge—and incidentally displayed her own—concerning the immortals among American's fighting heroes of the sea.

"Who said 'Don't give up the ship'," she inquired.

"Well, now, let's see," hesitated a friend of Ruby's husband, Al Jolson, "Wasn't that what John Paul Jones said?"

"Wrong," declared Miss Keeler, "'Don't give up the ship,' which is the motto of the Navy, were the dying words of Captain James Lawrence of the Chesapeake, when the British frigate Shannon was pouring shots into his vessel on June 1, 1813, off the New England coast. Lawrence was mortally wounded in the battle.

"What John Paul Jones said was 'I have not yet begun to fight,' when the commander of the British Serapis asked him to surrender. Jones' ship was the Bon Homme Richard. The two ships fought, lashed together, off the Scotland coast, September 23, 1779. Jones won the fight and, though his own vessel sank, he took possession of the Serapis."

"How do you know all this, Ruby?" one of her friends asked.

"In between scenes, at Annapolis, I studied, "she said. "The Naval Academy is one of the most inspiring places I have ever been in. Now tell me who said 'We have met the enemy and they are ours?"

Nobody knew, off hand, so she told them.

"That was Commodore Oliver Hazard Perry, who defeated the British fleet on Lake Erie on September 10, 1813."

Another query that the guests had to "give up" was, who uttered the words "Damn the torpedoes; full speed ahead!" That, Miss Keeler informed her little history class, was Captain David Glasgow Farragut, when he rushed his squadron into Mobile Bay on August 5, 1864, and destroyed all the Confederate vessels.

"What did Admiral Dewey say on May 1, 1898 at Manilla Bay?" Ruby asked—and for the first time got answers from a few of the party. This event being within the lifetime of some, they recalled that Dewey told his captain on the Olympia, "You may fire when ready, Gridley," and Gridley began the gunning that destroyed the whole Spanish Fleet without a single American life being lost.

Some of the guests also remembered that it was Captain John Philip, who, at the Battle of Santiago said: "Don't cheer boys, the poor devils are dying."

Miss Keeler, Dick Powell, Director Frank Borzage and all the rest of the company in "Shipmates Forever," expect a revival of interest in our naval heroes, following the showing of the picture.

"Don't Give Up the Ship" is the title of a stirring march song by Harry Warren and Al Dubin that runs through the play, and which has already made a tremendous hit among the Annapolis midshipmen.

Others in the cast include Lewis Stone, Ross Alexander, Eddie Acuff, Richard (Dick) Foran, Robert Light and John Arledge.

Five Trunks Of Clothes Used By Powell In Film

The ladies of the film have no monopoly on extensive wardrobes.

Dick Powell found this out when he packed his trunks for Annapolis where important scenes for the Cosmopolitan production, "Shipmates Forever," which comes to the ..... Theatre on ....., were made at the United States Naval Academy.

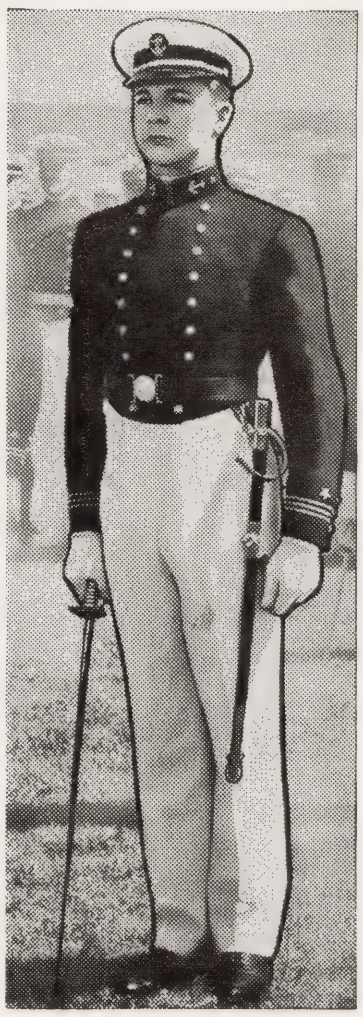
His part required twenty-seven uniforms and several changes of "civvies," or street clothes.

Several of the uniforms were duplicates, carried as a precaution in case of spilled soup, rips or any other damage that might occur in the life of an active cadet.

"Five trunks full of clothes made me feel like a prima donna," said Powell.

"Shipmates Forever," a Warner Bros. release, is a glamorous romance and a stirring drama of Annapolis life. The cast includes Powell, Ruby Keeler, Lewis Stone, Ross Alexander, Joseph Crehan, Dick Foran, Robert Light, Johnny Arledge and hundreds of others. Frank Borzage directed.

Attention!



Dick Powell has made the biggest personal hit of his career in the Cosmopolitan Production "Shipmates Forever," the First National picture in which he co-stars with Ruby Keeler at the ..... Theatre.

Mat No. 108—10c

2100 "Middies," Officers And Men In Naval Film

Scenes Taken For "Shipmates Forever" At Annapolis And On U. S. S. Pennsylvania

From the gorgeously-decorated Park Casino in New York, to a flame-filled engine-room on a battleship at sea, is the range of scenes in "Shipmates Forever," the Cosmopolitan musical drama which comes to the ..... Theatre on ..... with Dick Powell and Ruby Keeler in the stellar roles.

Across the parade field at Annapolis, more than 1,000 midshipmen of the Naval Academy march for the picture's benefit, with the gallant Dick at their head. On the deck of the Pacific Fleet's flagship Pennsylvania, off San Pedro, Calif., the officers and 1100 of the crew of that magnificent fighting craft line up, so that the production released by Warner Bros. would be absolutely authentic.

Powell sings, studies and sulks; he dashes through fire and scalding steam to save a comrade. Ruby dances; she goes through emotional scenes; she despairs; she exults.

"Shipmates Forever" deals with life at the Naval Academy and the subsequent careers of the young men who become, after graduation, exactly what the title states.

It shouldn't be called a "musical," even though Powell does sing four songs, because it is far more important than that. It is a powerful drama, with the music and dancing logically introduced.

Dick, in the beginning, is a radio singer, who, to carry out a family tradition gives up his lucrative career to enter Annapolis. Ruby is the orphaned daughter of a Navy family, who, to support herself in the Academy town, teaches the children of officers to dance. So the singing and dancing fall quite naturally into place.

Heartily approving of the idea of making such a picture, the Navy Department directed that the Annapolis authorities extend every needed privilege to Director Borzage and his group of a dozen or more players and 30 technicians who journeyed from Hollywood to the Maryland capital in the early summer.

All the famous "June Week" graduation ceremonies and their attendant social functions were photographed. So were all the needed aspects of midshipman life. At Annapolis, Commander M. S. Tisdale was assigned to act as technical advisor, and stood beside Borzage constantly to insure correctness as to detail.

After a month at the Academy, the Borzage company returned to California, and found the flagship Pennsylvania, lying off San Pedro, at its disposal. Here Commander F. C. Denebrink, of the vessel's staff, saw to it that there should be no error in Navy procedure. From San Diego's air-base, an ambulance plane was flown up to San Pedro for use in several scenes.

ROSS ALEXANDER in "Shipmates Forever" at the Strand.

Mat No. 104
10*c*

The picture was eight weeks in the making, and is much more pretentious, even, than previous "service" successes.

Other well known players, besides the stars, who appear in "Shipmates Forever," are Lewis Stone, Ross Alexander, John Arledge, Richard (Dick) Foran, Robert Light, Eddie Acuff, Mary Treen and Martha Merrill.

Frank Borzage directed the picture.

Midshipman

Ross Alexander has an important role with Dick Powell and Ruby Keeler in the First National release "Shipmates Forever," the Cosmopolitan Production coming to the ..... Theatre on .....

Mat No. 105—10*c*

Ruby Keeler Fan Mail Is Doubled Since Navy Film

Ruby Keeler's fan mail has doubled since she started work on the Cosmopolitan production, "Shipmates Forever," which Warner Bros. are now presenting at the ..... Theatre.

Before starting this picture she was averaging about 500 letters a week. Then she went with the company to Annapolis to take scenes for the film. The company also made visits to Baltimore, Washington and Philadelphia.

Ruby made a lot of friends in all of these cities, with the consequence that her fan mail jumped to 150 leters a day, or more than 1,000 a week.

Many of the letters come from the city she visited. A large proportion are from girls of high school age or maybe a trifle younger. This is perhaps because she seems, in her screen appearances, to be of about their own type—girlish.

The writers appear to hold the belief that they may speak frankly to her about their problems—how to acquire charm, how to hold their boy friends, whether to seek a career, as she did, or to prepare themselves for the operation of a home.

"Be yourself" is the advice she gives all the girls. She tells them not to pretend to be anything they aren't. As to the question of marriage or career, she insists that the word "or" should not be in there. She believes there is nothing to prevent a girl from having both.

Fans Boss Dick Powell In Everything But Love

Star Of "Shipmates Forever" Insists That He Will Choose His Own Wife

By LINDA LEATH

Dick Powell lets his fans boss him, that is, in all but one thing. And that is his future marriage.

When the time is ripe, Dick is going to be married—regardless of how many hundreds or thousands of his fans write him and ask him not to do it.

But the lucky girl won't be any girl previously mentioned by Hollywood commentators.

I interviewed him on a broiling hot day in his dressing room on the set of the Cosmopolitan picture, "Shipmates Forever," now showing at the ..... Theatre, released by Warner Bros.

Dick was dressed, none too comfortably, in a blackened, fire-tattered white sweat shirt and tight, oil stained, scorched white pants.

"It's perfectly true," he admitted freely. "The fans do write to me about marriage. But the numbers seem to be so equally divided, both for and against it, that I have a sneaking suspicion this is one problem my heart will have to decide, and not my fans."

That will be just about the only matter in which this sincere, hard-working young man does do as he pleases, however.

"Yes, certainly I let the fans boss me," he'll tell you calmly. "Why shouldn't I? They've put me where I am. Whatever success I've had is due to them. They're the ones who pay to see me."

Just then Director Frank Borzage called Dick, to do his little turn of rescuing Johnny Arledge from the flames. Yellow smoke swirled around him. Great balls of flame from a controlled, but terrifying, blow torch shot past him, and from behind could be heard the crackle of a burning ship.

Her Best Role

Ruby Keeler has the most appealing role of her film career in the Cosmopolitan Production "Shipmates Forever," in which she is co-starring with Dick Powell at the ..... Theatre.

Mat No. 109—10*c*

Good Old Navy Songs

Dick Powell sings the famous old sea classic "Abdul Abulbul Amir" and the beloved "Anchors Aweigh" as well as several new songs written by Warren & Dubin in the Cosmopolitan Production "Shipmates Forever," the First National picture coming to the ..... Theatre on .....

Mat No. 206—20*c*

Thrilling Naval Picture Set In Historic Annapolis

"Shipmates Forever" A Glamorous Film With Picturesque Background

One of the oldest and quaintest towns in the United States, and yet one of the least-known-about to inhabitants of states other than Maryland, whose capitol it is, is Annapolis, the home of the Naval Academy.

How many persons know, for example, that it was once a far more important harbor and shipping port than Baltimore? Or that its present name, Annapolis, is the fifth that it has had? Or how it got its name? Or that it was founded by "exiles from Virginia?"

The Cosmopolitan musical drama, "Shipmates Forever," which was made at the Naval Academy with scenes taken in the ancient town, probably will give the place more current fame than it has had in a long time. The picture, a Warner Bros. release, now showing at the ..... Theatre, deals with naval academy life and the friendships and loyalties it engenders. The stars are Dick Powell and Ruby Keeler.

Several months ago, a company headed by Director Frank Borzage and including, besides the stars, Lewis Stone, Ross Alexander, Richard (Dick) Foran, Robert Light, John Arledge, Mary Treen, Martha Merrill, Eddie Acuff and two-score technicians, journeyed from Hollywood to Annapolis to make scenes against the authentic background of the capital of what loyal natives still call the Maryland Free State.

In 1649, there were quite a few Puritans in Virginia, as well as in New England. They tried to impress their blue laws upon the gay cavaliers of the southern state, but they didn't get anywhere because they were far outnumbered.

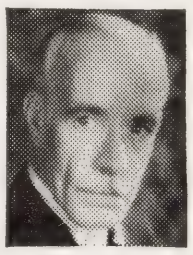
The Puritans withdrew from the state they considered so sinful and set themselves up near the mouth of the Severn, reverently calling their beautiful location "Providence." For a few years the place held that name, then it became known as "The Town-at-Proctor's." Who Proctor was, no one now remembers. Then there was another change, to "The Town at the Severn." Still later, the settlement became "Anne Arundel Town."

In 1694, the name was finally changed to what it now is. It was so called in honor of the Princess Anne, then heiress to the throne of England. The whole eastern seaboard, of course, was a colony of England in those days.

Annapolis was quite a place, then. It was the chief southern port of commerce between England and America. Then, it was the home of much of the aristocracy of the colonies. Likewise it was the scene of many "conventions," or gatherings of the lawmakers of the land.

Not until 1845 was the Naval Academy created. Previous to that time, boys aspiring to naval officership received appointments as midshipmen and got their training on what few fighting vessels the nation possessed.

The famous historian, George Bancroft, became Secretary of the Navy then and determined to found a school to develop officers. There was a Revolutionary structure called Fort Severn at Annapolis, surrounded by nine acres of land, and on this disused area was constructed the beginning of the Academy.



LEWIS STONE in "Shipmates Forever" at the Strand.

Mat No. 102
10*c*

Dick Powell plays the part of Midshipman Melville, who, against his will and because of a family tradition, gives up a fortune-making career as a radio singer, to embark upon a life in the navy. Ruby Keeler plays the orphaned daughter of a navy family, who makes her living at Annapolis by teaching the young children of officers to dance.

Powell Sings Rollicking Songs For Naval Picture

Catchy Airs Have Been Written By Warren And Dubin For "Shipmates Forever"

One of the most serious problems of movie producers since the public took to musical photoplays in such a big way, has been to get a story to base the musical picture on—one into which the songs and dances fall naturally, without being dragged in, and at the same time getting away from the 'backstage' story which has been done so frequently.

Unquestionably, musical pictures are delighting the public. At the same time the plot about the understudy who gets a chance to replace the star and the one about the poor author who has his all staked on the success of his show, have about been done to death.

"A new angle! Give us a new angle," clamor the movie-magnates.

A splendid story was finally obtained for Dick Powell, the singer, and Ruby Keeler, the dancer. It's called "Shipmates Forever," the Cosmopolitan picture which comes to the ..... theatre on ....., released by Warner Bros. It is a story of life at the Annapolis Naval Academy—yet the songs and dances fit into it perfectly.

Although in the film, he is a descendant of a family in which every generation has had a naval officer of high rank, Dick, at the outset, is a radio crooner in a New York park casino. This gives him a chance to vocalize without it seeming inappropriate.

Ruby is the orphaned daughter of a naval family whose home is in Annapolis, and she earns her living by teaching the little boys and girls of the officers how to dance and otherwise deport themselves. This is altogether logical and fitting.

Three songs by the famous team of Harry Warren and Al Dubin, are deftly woven into "Shipmates Forever."

After Dick enters the Naval Academy, as part of the "running," or "hazing" as it was once called, from upper-classmen, Dick is forced to sing innumerable verses of the famous old classic "Abdul Abulbul Amir."

Outstanding among all these songs is one in march-time called "Don't Give Up the Ship," which has already made a tremendous hit at the Naval Academy, and, which very likely will be adopted, with appropriate words, as a rally-song for the Navy team in its game against Army next Fall.

Powell sings this both in the Casino and again with a chorus of 40 male voices.

"Don't Give Up the Ship" is in the same tempo—and just about as easy to sing — as the Navy's best-beloved chant, "Anchors Aweigh." No song can ever replace that in Navy affections; but Dick's new one may run it a close second.

The other Warren-Dubin songs in the picture are "I'd Love to Take Orders From You" and "I'd Rather Listen to Your Eyes."

In spite of the plenitude of music in "Shipmates Forever," the picture is, in the main, a serious drama. It is the most serious thing Powell has ever acted in.

Surrounding him and Miss Keeler is a splendid cast, including Lewis Stone, Ross Alexander, Eddie Acuff, John Arledge, Robert Light, Richard (Dick) Foran, Mary Treen, Martha Merrill, the whole corps of Midshipmen at Annapolis, and nearly the whole crew and officer staff of the battleship Pennsylvania.

The picture was directed by Frank Borzage, who made the previous success "Flirtation Walk."

Film Scenes Taken In Navy Swimming Pool

America's largest indoor swimming-pool is the natatorium at the Naval Academy, Annapolis. It is 150 feet long, 60 feet wide, 10 feet deep. Many records have been made there. Galleries surround it and hold 1,200 spectators. The pool is the setting for some of the scenes in the Cosmopolitan production, "Shipmates Forever," which comes to the ..... Theatre on ..... Dick Powell and Ruby Keeler head the cast of the picture and made a special trip to the naval academy to make the scenes.

She's In The Navy Now

Ruby Keeler "goes to town" as the orphan of a Navy officer who dances her way to fame and into the heart of Dick Powell in their new co-starring film "Shipmates Forever," the Cosmopolitan Production that First National Pictures will present at the ..... Theatre on .....

Mat No. 202—20*c*

Dick Powell Would Give Actors Service Stripes

Star Of "Shipmates Forever" Suggests One For Each Patriotic Picture

In the army, navy or marine corps, men are given stripes for years of service.

Now comes Dick Powell, Warner Bros.' star with the suggestion that actors who have worked in army, navy, marine corps and war pictures be given service stripes.

He made the suggestion at Annapolis where many scenes were filmed for the Cosmopolitan production "Shipmates Forever," a Warner Bros. release, which comes to the ..... Theatre on .....

If the plan were carried out, Powell would be entitled to one stripe for "Flirtation Walk," the West Point film and another for "Shipmates Forever," which deals with the United States Naval Academy.

In the cast of "Shipmates Forever" there are a number of players entitled to Powell's "film service" stripes.

Ross Alexander has one stripe coming to him for "Flirtation Walk."

John Arledge is entitled to two stripes; one for "Flirtation Walk." and the other for "Devil Dogs of the Air."

Lewis Stone is entitled to several stripes, having appeared in uniform in many pictures.

Frank Borzage, the director, could wear two stripes, one for "Farewell to Arms" and the other for "Flirtation Walk."

At Warner Bros., there are many players who can wear service stripes.

Leslie Howard has two coming to him for "British Agent" and "Captured."

Colin Clive has two, for "Journey's End" and "The Key."

Hugh Herbert is a one-striper for "Lost Squadron."

James Cagney is a two-striper for "Here Comes the Navy" and "Devil Dogs of the Air."

Pat O'Brien is a three-striper for "Flirtation Walk," "Here Comes the Navy" and "Devil Dogs of the Air."

Guy Kibbee isn't entitled to any stripes unless you can count the southern colonel outfit he wore in "Don't Bet On Blondes."

"Shipmates Forever" is a thrilling drama with catchy airs, treating with the exciting life of Annapolis cadets. The cast includes Powell, Ruby Keeler, Lewis Stone, Ross Alexander, Joseph Crehan, Richard (Dick) Foran, Robert Light, Johnny Arledge and hundreds of others.

The scenes are set in the glamorous background of the Naval Academy and on the warships of the Pacific Fleet.

Ruby Keeler With Meglin Kiddies In Film Dance

Petite Star Of "Shipmates Forever" Instructs Children For Movie Scene

"That's the most enjoyable scene I ever made in a motion picture!" exclaimed Ruby Keeler, sinking happily into a big chair after a spirited tap-dance on one of the stages at Warner Bros. studio.

All about her swarmed eighteen youngsters—twelve little girls and six little boys and not one of them a day over 9 years old. She embraced as many of them as she could gather in her arms at one time, and patted the heads of the rest.

"Aw, c'mon, less do't again, Miss Blackburn!" the little moppets begged. "It's fun, Miss Blackburn!"

"Easy now, youngsters! Easy!" replied Ruby. You'll do it again —and plenty of times again, maybe, before we're through. Sit down and rest, darlings."

The little boys and girls were calling her Miss Blackburn because that's her character name in the picture they were making, the Cosmopolitan film, "Shipmates Forever," which comes to the ..... Theatre on .....

Ruby plays June Blackburn, orphaned daughter of a Navy family, who is earning her living by conducting a dancing school in Annapolis, with the children of Navy officers as pupils. Thus her dancing exhibitions fall quite naturally into the story.

The youngsters were of a group called the Meglin Kiddies, products of a Hollywood school that begins training dancers as young as 4 or 5. Young as they were, some of them had already appeared in Los Angeles theatres.

"I'll manage the youngsters in this scene," Ruby told Director Frank Borzage when cameras and lights were ready at the beginning. And to the children she said:

"Now just imagine I'm your big sister. That isn't hard, is it?"

And it wasn't, because Miss Keeler, quite kiddish-looking herself, was clad, just like they were, in a blue and white checkered gingham romper suit and didn't look more than seven years older than they.

"Just as we finish our dance," she instructed, "You'll see Dick Powell come through that door. Now, Mr. Powell is your big sister's beau in this picture, and you're all to look at him, smile, wave your hands and run away."

So aptly did the kiddies go through with this game, that only one "take" was necessary, though just for fun Ruby put them through the dance routine a couple of times more.

Dick Powell sings in "Shipmates Forever" and his melodies fall as naturally into the picture as do Ruby's dances. He plays the part of a radio entertainer who gives up that wealth-bringing career, because of a family tradition, and enters the Aacademy at Annapolis.

RUBY KEELER in "Shipmates Forever" at the Strand.
Mat No. 101
10*c*

The picture is a glamorous romance and a stirring drama, with many scenes taken at the Naval Academy and on board the battleships of the Pacific Fleet. Others in the cast include Lewis Stone, Ross Alexander, Joseph Crehan, Richard (Dick) Foran, Robert Light, Johnny Arledge and hundreds of navy boys.

Ross Alexander Jumps From Army to Navy Film

Now Plays Part Of Midshipman In "Shipmates Forever"

Ross Alexander, who has the role of a midshipman in the Cosmopolitan production, "Shipmates Forever," which comes to the ..... Theatre on ....., was preparing to become an actor from the day he entered a New York City kindergarten.

It was years before he set foot upon a professional stage, but in the meantime he missed no opportunity to appear in amateur productions, from the playlets of kindergarten days up to the more pretentious productions staged at Erasmus Hall High School.

The only son of a New York leather merchant, Ross's really serious interest throughout his school days was acting. He might have made his debut behind the footlights later than he did if, as he cheerfully admits, he hadn't been "kicked out of school."

Blanche Yurka gave him his first chance in the "legitimate theatre." The first play in which he had a part was "Enter Madame."

His own native ability was sharpened and improved by playing in the same cast with many experienced troupers and he had his share of stock company experience in Boston and Louisville, Kentucky.

When Warner Bros. offered him a contract in pictures, there was no hesitation on young Alexander's part. He had made good on the stage. He was anxious to prove to himself that he could succeed on the screen.

Alexander's first picture at Warner Bros. was "Flirtation Walk," a picture of West Point life. Now he is appearing in a navy picture.

"Shipmates Forever" is a thrilling drama with catchy airs, treating with the exciting life of Annapolis cadets. The cast also includes Dick Powell, Ruby Keeler, Lewis Stone, Eddie Acuff, Joseph Crehan, Richard (Dick) Foran, Robert Light, Johnny Arledge and 2,000 officers, midshipmen and navy sailors.

The scenes are set in the glamorous background of the Naval Academy and on the warships of the Pacific Fleet. Frank Borzage directed the production from the screen play by Delmer Daves.

Scenes For Naval Film Taken Aboard U. S. Ship

Noises Made By Pacific Fleet Interrupt Filming Of "Shipmates Forever"

"Ready, now, Dick. Count five after I say 'action' and then begin your lines."

It was Director Frank Borzage speaking and Dick Powell listening and nodding assent.

The scene was the quarter-deck of the Pacific Fleet's flagship, the Pennsylvania, in San Pedro Harbor, and there was under production the Cosmopolitan musical drama "Shipmates Forever," which comes to the ..... Theatre on ....., as a Warner Bros. release.

"This is what I have longed for — the open sea —" began Powell.

There was a wild "who-oo-sh!" of compressed air from the forward catapult of the neighboring battleship Oklahoma, 400 yards away, and the machine-gun-like roar of a high-powered motor as a naval fighting plane takes to the air in practice.

"Hold it!" said Borzage, and all hands—the cameramen, sound men, light-operators and the rest —fell into an "at ease" position. The roar of the plane went into a distant diminuendo and then faded out.

"Once again, now, boys," Borzage ordered.

"This is what I — ", started Powell over again.

But this time the staccato putt-putt-putt of a motorboat cut into the quietude necessary for a "sound take."

A second stoppage ensued.

"Look around boys, and see if there's a plane or a motorboat anywhere in sight before we try it a third time," said the director and his assistants, Lou Borzage and Bill Cannon, scanned sky and horizon.

"All clear, Chief," they reported. And again Powell began to tell his shipmates how he loves the ocean . . .

"Ding-ding! Ding-ding! Ding-ding!"

It was the ship's bell of the Pennsylvania, announcing that it was 11 o'clock.

And—since there was a difference in the chronometers of the various vessels of the fleet lying in the harbor — the ding-dinging came from one after another of them for a full minute.

Such is movie-making in the open air, especially in such a busy place as San Pedro Harbor. Frank Borzage was literally "fighting for scenes." He had to snatch at every infrequent little moment of quiet he was able to get.

"But it's worth the work," he said.

Sol Polito, the cameraman, was shooting Powell and his Midshipmen shipmates against the stirring background of six big 18-inch guns, arranged in one turret over another, on the magnificent battleship.

"Clever as the studio artists and technicians are, they could never get quite as authentic and striking a background," the director said.

With Dick Powell in these particular scenes, were Ross Alexander, John Arledge, Richard (Dick) Foran, Robert Light and Eddie Acuff, while in the background, keeping constantly in motion were about 200 of the Pennsylvania's 1200 officers and men.

Ruby Keeler co-stars with Powell in the picture and Lewis Stone is also featured, but their parts did not call for them to be aboard ship in this scene.

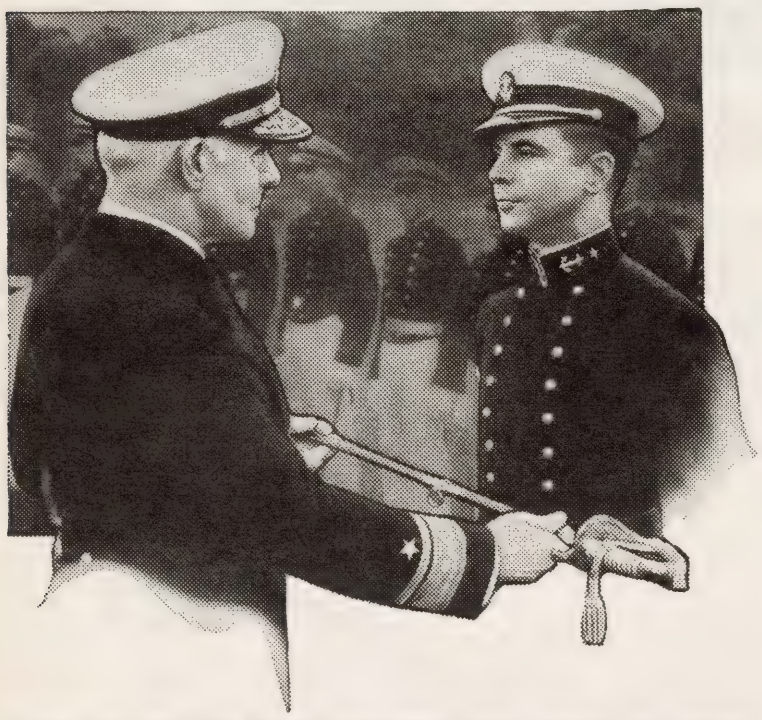
The picture is a thrilling drama with catchy airs, treating of the exciting life of Annapolis cadets.

Frank Borzage, who made the successful companion picture "Flirtation Walk," dealing with West Point cadets, directed "Shipmates Forever," under the supervision, and with the cooperation of, the Navy Department and the U. S. Naval Academy at Annapolis.

There is an all star cast headed by Dick Powell and Ruby Keeler which includes Lewis Stone, Ross Alexander, Richard (Dick) Foran, Eddie Acuff, Johnny Arledge, Robert Light and Joseph Crehan.

More than 2,000 officers and men of the U. S. Navy participated.

Shipmates Forever



Lewis Stone and Dick Powell, portraying a father and son, one starting, the other ending, his career, have their most dramatic roles in "Shipmates Forever," the Cosmopolitan picture, of life in the U. S. Naval Academy, now showing at the ..... Theatre.

Mat No. 205—20*c*

Teamed Again

They were the stars of "Flirtation Walk," and the popular screen lovers of 1935. Now Dick Powell and Ruby Keeler are sweethearts again in the Cosmopolitan Production, "Shipmates Forever," which First National will present at the ..... Theatre on .....

Mat No. 110—10*c*

Powell Owes Much To Metabolism Says Specialist

Dick Powell's high spirits, even after a long and strenuous day of work on a picture, are directly due to "positive metabolism."

This was the comment made by Dr. Anton Vhokovich, celebrated New York physician and psychiatrist, on a Warner Bros. stage during the filming of the Cosmopolitan musical drama, "Shipmates Forever," which comes to the ..... Theatre on .....

The eminent medical man, a special guest of the studio, had been watching Powell both in scenes and off the stage for an hour or more. The star, who is starred opposite Ruby Keeler, was enacting an especially dramatic and difficult scene in an engine-room of a battleship built on one of the big sound stages.

"Dick has a lot of pep," someone commented.

"That's a good word," smiled Dr. Vhokovich. "I would call it high and positive metabolism. Partly his natural youth and innate vigor, of course."

The physician added that the processes of metabolism referred to the bodily functions of either building up or tearing down physical and mental energy.

"Correct digestion, the right amount of exercise and the right amount of sleep will invariably increase positive metabolism.

"At any rate, any actor who can work, as Dick Powell is doing, for an entire hot summer day under flaming furnace heat, suffer the inconveniences of soot and grease and sweat, and still remain jovial and lively—well, he's certainly no prospect for the hospitals."

"Shipmates Forever" is a stirring drama of life at the U. S. Naval Academy at Annapolis. There is an all star cast headed by Powell and Miss Keeler and includes Lewis Stone, Ross Alexander, Richard (Dick) Foran, Eddie Acuff, Johnny Arledge, Robert Light and Joseph Crehan.

Frank Borzage, who made the successful companion picture, "Flirtation Walk," dealing with West Point cadets, directed "Shipmates Forever."

The screen play is by Delmer Daves while music and lyrics are by Warren and Dubin.

Actors Face Real Danger In Movie Thrill Scenes

Dick Powell And John Arledge Brave Flames In "Shipmates Forever"

That movie actors sometimes take their lives in their hands in making thrill scenes is clearly demonstrated in a sequence of "Shipmates Forever," the Cosmopolitan production released by Warner Bros., which comes to the ..... Theatre on .....

The episode photographed was an accident that happens aboard the battleship, U.S.S. Arkansas, in the story. Johnny Arledge is an enlisted man in the navy and Dick Powell a midshipman. A steam pipe and an oil line burst in the boiler-room of the ship. Johnny is terribly burned and scalded. He falls to the floor of the room. Dick turns off the lines and drags Johnny out.

The background of the scene was a practical, working reproduction of one of the boiler-rooms of the real Arkansas. High-pressured oil blazed in seven burners. Actual steam flared from a broken pipe when the proper moment arrived.

But the whole room had to appear ablaze, so between the camera and the prostrate figures of Powell and Arledge, there had to be upshooting flames. These came from benzine-soaked cotton waste placed in tin pans.

Between this big blaze and the still bigger one from the seven oil burners, there was a space of just 3 feet 10 inches, in which Dick and Johnny had to do their scene. Director Frank Borzage wondered how hot it really was, so on one of the "takes" of the scene (there were three altogether) he had a property boy place a thermometer under Arledge. The instrument registered 178 degrees!

Naturally, every precaution was taken to prevent possible injury to the actors. Fire Chief George Kitchen, a member of the studio's own department, was in complete charge of the situation. Around the edges of the set he stationed six firemen, each with an extinguisher aimed at the two boys.

Overhead, on the catwalks, were eight more men with great open bags of sand ,ready to dump upon the flames if they got too near to Powell and Arledge. Then also, two four-inch lines of hose were ready to shoot at any second.

Fortunately, nothing went wrong. Dick and Johnny got their lungs full of smoke, and were unpleasantly hot for a time, but they weren't even scorched.

"Thank goodness that scene is over!" said Borzage, mopping his brow. "I've been worrying about it ever since we began to make the picture, back at the Naval Academy in Annapolis, in June. Nobody has ever been seriously hurt in one of my pictures, and I wouldn't have anyone hurt for the world."

The making of this scene was so thrilling that everyone who could get away from other duties for a moment clustered about the set looking at it.

"Shipmates Forever" is a stirring drama of life at the U.S. Naval Academy at Annapolis. There is an all star cast headed by Powell and Ruby Keeler and including Lewis Stone, Ross Alexander, Dick Foran, Eddie Acuff, Robert Light, Joseph Crehan and Arledge.

Music and lyrics are by Dubin and Warren while the screen play is by Delmer Daves.

Ruby Keeler Is Thrilled By Annapolis Ring Dance

Star Of "Shipmates Forever" Says Cadets Seldom Marry Sweethearts

Navy sweethearts seldom become Navy wives, in spite of all the romance that seems to attach to the youthful love-affairs of Midshipmen at the Annapolis Naval Academy and the girls to whom they are devoted in their training-school days."

Ruby Keeler, who co-stars with Dick Powell in the Cosmopolitan musical drama called "Shipmates Forever," now showing at the ..... Theatre as a Warner Bros. release, brought this rather disenchanting bit of information back with her from the quaint old Maryland town, where a large proportion of the picture was photographed.

"One of the most charming of the many ceremonies they have at Annapolis is called the Ring Dance," Ruby explained. "When a midshipman has completed two years of study, and begins his third, he is entitled to wear his class ring. This bears the numerals of his graduation year, and the crests of the Academy and the nation.

"In the center of the dance floor of Dahlgren Hall, a huge ring, 8 feet in diameter, stands upright. Through this each couple dances. They stop within the ring, the girl slips the boy's ring on his finger, they kiss and make way for the next couple.

"Now, acquiring the ring is a very solemn and serious matter for the future officer of the United States Navy. It's something he cherishes all his life, and it's buried with him when he dies. You'd think the girl who places it on his finger and seals the ceremony with a kiss would be the most important in his life, wouldn't you?

"She is, invariably, at the moment. But, sad to relate, she doesn't remain so, as a rule. Scarcely one naval officer out of twenty ever marries his girl of the Ring Dance.

"Of course, there are logical reasons for this. One is that the Midshipman, after getting the ring, has two more years at the Academy before he graduates.

"Two years is a long time to boys and girls in their late 'teens or early twenties—and so the ring romances pale and fade and vanish. But it seems a shame. The Ring Dance is so lovely!"

Powell Autographs Popular With Tars

Sea-fighters may be hard-boiled, but they have at least one weakness — autograph collecting! Dick Powell star of "Shipmates Forever" now showing at the ..... Theatre had to sign more than 200 books and slips in one afternoon. Others of the cast who were called upon to put their names down were Lewis Stone, Ross Alexander and John Arledge.

Ruby Keeler co-stars with Dick Powell in the picture, but none of her scenes were on shipboard, much to the regret of the 1,200 officers and men of the Pennsylvania.

"Shipmates Forever" is a smashing drama, with all the glamor of the life of the naval cadets at Annapolis, where many of the scenes were taken. The screen play is by Delmer Daves with music and lyrics by Warren and Dubin.

Historic Navy Hall Setting For Film

Naval heroes are never forgotten by their shipmates. One of the handsomest buildings at the Naval Academy at Annapolis is Hubbard Hall — named after the oarsman who stroked the first Navy crew to victory in 1870.

Flashes of the quarter-million dollar structure are seen in the Cosmopolitan production, "Shipmates Forever," now showing at the ..... Theatre, with Dick Powell and Ruby Keeler in the stellar roles.

The picture, a musical drama of naval life, was largely filmed at the Academy.

Lewis Stone Knows All West Coast Admirals

Lewis Stone, who plays the part of an admiral, and the father of Dick Powell, in the Cosmopolitan musical production, "Shipmates Forever," which comes to the ..... Theatre on ....., has met every real Admiral who has commanded the Pacific Fleet in the last two decades.

The Fleet always bases on San Pedro harbor, a few miles from Hollywood, and Stone has been a guest aboard the various flagships a hundred times.

Powell Signs 1123 Autographs In Day

Eleven hundred and twenty-three autographs in one day!

If that's a record it belongs to Dick Powell, singing star of Warner Bros. Dick wrote his name that many times the first day he was in Annapolis, where he worked with the company filming the Cosmopolitan drama with music, "Shipmates Forever," which comes to the ..... Theatre on .....

This picture in which Ruby Keeler co-stars deals with Navy life and includes graduation scenes at the Annapolis Naval Academy.

Ruby Keeler Proficient In Dancing at 13

Ruby Keeler, Warner Bros. star playing opposite Dick Powell in the Cosmopolitan film with music, "Shipmates Forever," now showing at the ..... Theatre, was "discovered" when she was 13 years old. So proficient was she in her dance class at grade school in New York that her teacher persuaded Ruby's parents to enroll her in the Professional Children's School of New York. At the school she met Gene Raymond, William Janney and others who later made good on the stage and screen.

'Remember The Maine!' Revived In Film

"Remember the Maine!" the slogan of the Spanish-American War in 1898, in which Theodore Roosevelt first won fame, will be recalled in the Cosmopolitan production, "Shipmates Forever" which comes to the ..... Theatre on ....., with Dick Powell and Ruby Keeler in the stellar roles.

One of the many historic monuments in the Naval Academy at Annapolis is the mainmast of the "Maine," which was sunk in Havana Harbor on February 15, 1898. It is now used to fly storm-signals in threatening weather.

"Shipmates Forever," a picture largely taken at Annapolis, will show the historic mainmast.

Stone Loses 5 Pounds For Art's Sake

Lewis Stone, who has the role of an Admiral in the Cosmopolitan production, "Shipmates Forever," now showing at the ..... Theatre, claims he lost five pounds in one day during the filming of the picture.

It was one of the hottest days of the year, with the thermometer registering 106 on the Warner Bros. lot, where scenes were being taken. Stone had to wear a full dress uniform, with dress navy overcoat during the scene.

His collar was wilted and so was Lewis, when he finished. After doffing the uniform he stepped on the scales.

"Just five pounds lighter for Art's sake," he remarked grimly.

Ruby Keeler Phones Baby Every Hour

Ruby Keeler, feminine lead opposite Dick Powell in the Cosmopolitan production, "Shipmates Forever," now showing at the ..... Theatre, telephoned to her tiny adopted son every hour when she was working on the picture at the Warner Bros. studio in North Hollywood.

The baby is not old enough to say anything intelligible to the ordinary listener, but Ruby would ask the nurse about the child and if he were awake the nurse would bring him to the phone to hear his mother's voice.

"Sometimes he coos back at me," said Ruby. "He knows the sound of my voice and he can talk baby language."

Alexander Seen In Variety Of Roles

There's plenty of variety in the movie-career of Ross Alexander, handsome young featured player in the Cosmopolitan film, "Shipmates Forever," now showing at the ..... Theatre. Ross plays "Sparks," a radio fanatic in the production.

Recently, in "A Midsummer Night's Dream," he was the classical Demetrius. In "We're in the Money," he was a romantic young modern. In "Captain Blood," he'll be a retainer of that swashbuckler type.

Dick Powell and Ruby Keeler have the stellar roles in "Shipmates Forever," a picture of service life at Annapolis.

Candid Camera Angles of "Shipmates Forever"

In the composite picture above are: Top row (left to right)—Dick Powell; Frank Borzage, the producer; embarking for a training cruise; filming scenes on the Academy campus. Second row (left to right)—Ruby Keeler and Dick Powell rehearse a scene for Frank Borzage while Cameraman Sol Polito looks on; Dick Powell; Powell talking it over with a group of navy officers. Third row (left to right)—Ruby Keeler and Director Frank Borzage; campus scene; Ross Alexander. Bottom row: Filming the embarking of cadets for a training cruise. Right hand corner: Dick Powell signs autograph books for the children engaged in a dance scene. See it all at the ..... Theatre on ..... .

Mat No. 401—40c

Actor Gets Many Toys For His Birthday

Richard (Dick) Foran, who plays the part of a midshipman in the Cosmopolitan drama-with-music, now showing at the ..... Theatre, celebrated his 25th birthday on the way to Annapolis to take scenes for the film.

His natal date fell when the movie company was in Kansas. During a 15 minute stop in Newton, Foran with Dick Powell, Ruby Keeler and others of the company, went to a restaurant where a large cake, ordered by wire, was awaiting them.

When Foran and his friends returned to the train, he found his compartment filled to overflowing with toys of all varities.

Tied-up Brig Called Fastest Navy Ship

"Fastest ship in the Navy!" is the title service men give to the cruiser Reina Mercedes, which is used as a brig, or hoosegow, at the Naval Academy at Annapolis. They call her "fast" because she is secured to a dock there.

The Reine Mercedes was scuttled by the Spaniards, whose station ship she was at Santiago when the Spanish-American War began in 1898. She is shown in the Cosmopolitan production, "Shipmates Forever," now at the ..... Theatre, with Dick Powell and Ruby Keeler in the stellar roles.

University Students Learn Navy Slang

Certain students of the University of Southern California, if they have the ill-luck of not passing their examination, are not going to say they "flunked" or "failed." They are going to say they "bilged out."

These students played the roles of Annapolis Naval Academy midshipmen in the Cosmopolitan picture, "Shipmates Forever," now showing at the ..... Theatre. They learned the navy slang while working on the film, and "bilged out" means failure to pass their examinations.

Dick Powell and Ruby Keeler co-star in the musical drama, a picture of cadet life at Annapolis.

Powell Refuses To Be Filmed In Shorts

Dick Powell, star of Cosmopolitan drama with music, "Shipmates Forever," now showing at the ..... Theatre, positively refuses to appear in shorts for any film.

An admiring young lady fan wrote him at the Warner Bros. studios, asking him to play in a track picture because she thought he would look just too "cute" in shorts.

Dick wrote back that the panties he wears in "A Midsummer Night's Dream" are as far as he will go on the screen in the direction of nudity.

CAST OF CHARACTERS

Richard John Melville III	Dick Powell
June Blackburn	Ruby Keeler
Admiral Melville	Lewis Stone
Sparks	Ross Alexander
Slim	Eddie Acuff
Gifford	Richard (Dick) Foran
Coxswain	John Arledge
Ted Sterling	Robert Light
Commander Douglin	Joseph King
Admiral Graves	Frederick Burton
The Doctor	Henry Kolker
Spike	Joseph Crehan
Slim's Girl	Mary Treen
Sparks' Girl	Martha Merrill
2nd. Classman	Carlyle Moore
Harry	Harry Seymour

THE STORY

Richard Melville III (*Dick Powell*) is the son of Admiral Richard Melville (*Lewis Stone*), who has made his last cruise and is appointed Commandant of the Naval Academy. He wants his son to follow in his footsteps. But Dick doesn't want to go to Annapolis.

As the Fleet enters New York Harbor, Dick meets June Blackburn (*Ruby Keeler*), with whom he falls in love.

Young Dick is rather spoiled by his fame and money. He is, indeed, conceited. But there is some family pride about him, and when his father shows his grief at Dick's not entering the Academy — and, in addition, tells Dick he hasn't courage enough to try it — Dick takes the examination and passes.

He enters Annapolis under wrong auspices. The boys of his Park Casino band play his popular tunes as he goes through the gates. The other newcomers, thinking Dick has arranged this himself, scorn him.

Dick is quartered, at the Academy, in a room with "Sparks," a country boy who is a radio amateur (*Ross Alexander*); "Slim" (*Eddie Acuff*); "Ted" (*Robert Light*), and "Cox'n" (*John Arledge*), a lad who has come up from the enlisted ranks.

An extraordinary amount of hazing comes to Dick.

Dick is a brilliant student, but has no real interest in the navy, and says he is merely going through the motions, and will quit when he is graduated.

He becomes a "lone wolf"; lives in a room by himself; has nothing to do with the rest of his class.

Dick in his last year goes with his class on a sea voyage. During battle practice, a steam pipe blows out in the engine room. Dick sees that "Cox'n," is lying unconscious in the scalding steam, and drags him out, collapsing himself as they reach deck.

Only now has Dick Melville achieved the real "feel" of the Navy—what it means in the way of service to the nation, friendship for comrades, loyalty to the ship.

He is the hero of the fleet. All his pals return to him; he becomes company commander; his father, as Commandant, presents him with the sword of honor. And June is once and for all completely his.

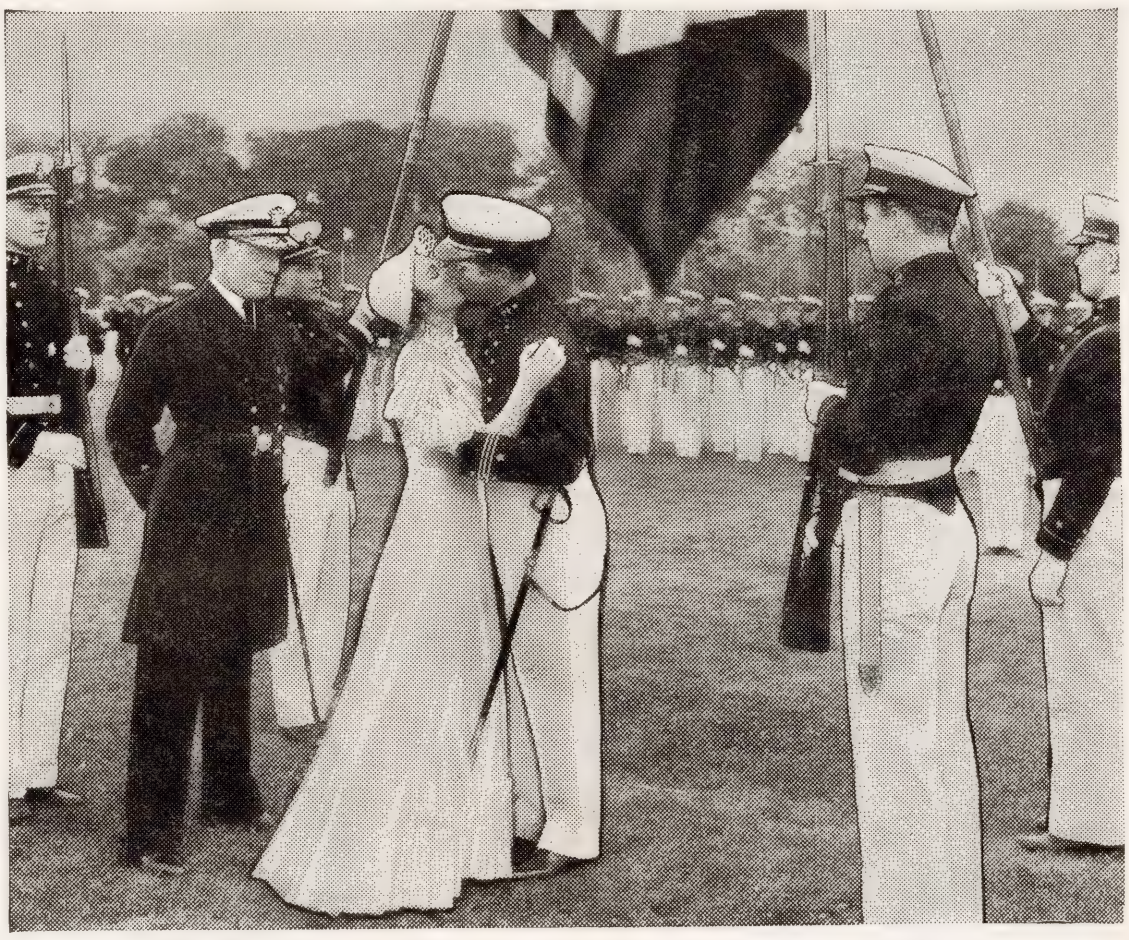
PRODUCTION STAFF

Director	Frank Borzage
Story and Screen Play by	Delmer Daves
Photography by	Sol Polito
Film Editor	William Holmes
Art Director	Robert M. Haas
Gowns by	Orry-Kelly
Music and Lyrics by	Harry Warren and Al Dubin
Technical Advisers	Commander M. S. Tisdale, U.S.N., Lieutenant W. J. Beecher, U.S.N., Edward L. Adams, former cadet
Musical Director	Leo F. Forbstein

OFFICIAL BILLING

"SHIPMATES FOREVER"	100%
with	
Dick Powell — Ruby Keeler	90%
Lewis Stone — Ross Alexander	75%
Eddie Acuff — Dick Foran — John Arledge	40%
A Frank Borzage Production	25%
A Cosmopolitan Picture	40%
Released by First National Productions Corp. and The Vitaphone Corp.	5%
Music and Lyrics by Harry Warren and Al Dubin	5%

Naval Cadet Corps In Academy Film



The traditional ceremony of presenting the flag to his successor by the cadet commander on the eve of his graduation, was filmed for the Cosmopolitan Production "Shipmates Forever," with the entire student body of the U. S. Naval Academy participating. The climax of this unique spectacle is shown above. At the left is Lewis Stone with Dick Powell getting the reward of four years of labor from Ruby Keeler. It will be at the ..... Theatre on .....

Mat No. 301—30c

BIOGRAPHIES

Ruby Keeler

Ruby Keeler, in private life Mrs. Al Jolson, made her screen debut in "42nd Street." She was outstanding in the song and dance numbers in this picture. She also appeared in "Go Into Your Dance," "Gold Diggers of 1933," "Footlight Parade," "Dames" and "Flirtation Walk."

She began her stage career at the age of thirteen in the chorus of a Broadway production, quickly rising to stardom. She appeared in "The Sidewalks of New York," "Lucky," and "Bye Bye Bonny," but her greatest triumphs were scored in "Whoopee" and "Show Girl," the Ziegfeld productions.

Miss Keeler was born in Halifax, N. S., in 1909, but moved to New York City with her family when three years old. She is now starring in "Shipmates Forever," which comes to the ..... Theatre on .....

Lewis Stone

Lewis S. Stone was born in Worcester, Mass. and educated in the public schools of New York City, graduating just in time to enter the Spanish-American War. He has since maintained his connection with the army and was an instructor at Plattsburgh, New York, during the World War.

His first screen role was opposite Bessie Barriscale in "Honor's Altar."

One of his most notable early films was "Scaramouche." He also appeared in "The Girl from Monmarte" and "The Private Life of Helen of Troy." His more recent pictures include "The Girl from Missouri," "Treasure Island," and his current production, "Shipmates Forever" which comes to the ..... Theatre on .....

Dick Powell

Dick Powell, born in Mt. View, Arkansas, won a screen contract with Warner Bros. through his musical talents, having been lifted bodily from a master of ceremonies position in a Pittsburgh Theatre to an important part in "Blessed Event." As a result of his work in that picture, he was given an important role in "42nd Street."

Starting as a soloist with an orchestra in Kentucky, he signed up in a similar capacity with a theatre orchestra there and attracted such attention that he eventually became master of ceremonies at this theatre, later moving to a larger house to Pittsburgh.

He had no previous stage or screen experience despite which he showed such natural talents as an actor that he was put under a long term contract. His latest pictures include "Page Miss Glory," "Broadway Gondolier" and "Flirtation Walk."

His current production is "Shipmates Forever," which comes to the ..... Theatre on .....

Johnny Arledge

Johnny Arledge was born in Crockett, Tex., March 18, 1907. After graduating from high school in his native city, he joined a stock company to get theatrical experience, finally landing in New York.

His most recent pictures include "Mary Jane's Pa," "Devil Dogs of the Air" and "Flirtation Walk." His current picture is "Shipmates Forever," now showing at the ..... Theatre.

Richard (Dick) Foran

Richard (Dick) Foran was born in Flemington, N. J., June 18, 1910. After attending Mercerberg Academy and Hunn Preparatory school he entered Princeton University, where he was a star on the football, baseball, lacrosse and ice hockey teams. He was also a member of the Princetown Dramatic and Glee Clubs.

After finishing at Princetown he went to work for the Pennsylvania Railway, and was sent to California. While there he was given a screen test and a contract, his first picture being "Stand Up and Cheer."

Warner Bros. then signed him to a long term contract, his pictures to date being "Gentlemen Are Born," "One More Spring" and his current production "Shipmates Forever," now showing at the ..... Theatre.

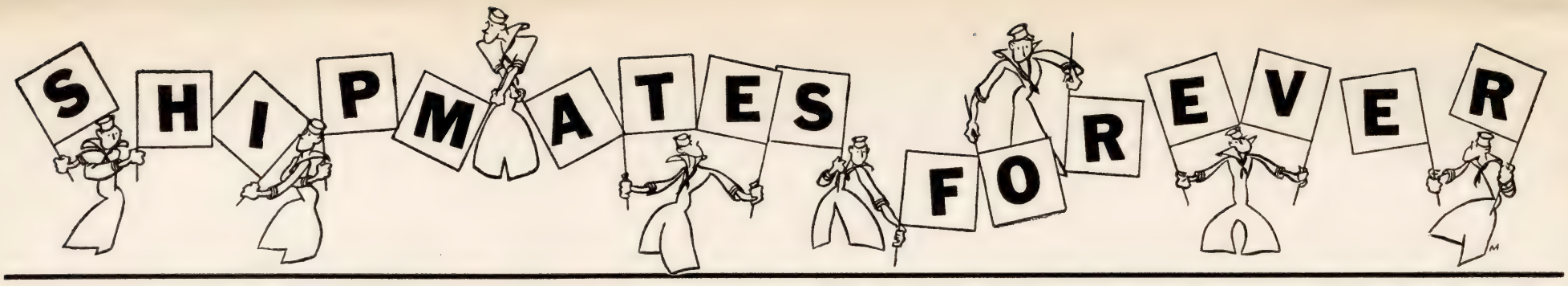
Ross Alexander

Ross Alexander was born in New York City, July 27th, 1907. He attended the Brooklyn Model School and Eramus Hall. He left school at sixteen to go on the stage, playing in stock in Boston, Mass., and later in Louisville, Ky.

His first Broadway play was "Enter Madame." Other prominent plays in which he has appeared include "The Ladder," "Let Us Be Gay," "That's Gratitude," "After Tomorrow" and "No Questions Asked."

He made his bow on the screen with "Gentlemen Are Born" and later played in "We're In the Money," "Flirtation Walk," and "Maybe It's Love."

His current production is "Shipmates Forever," now showing at the ..... Theatre.



11 Photo Blow-ups—Can You Use 'Em?

Four Lobby Standees ..... In Full Color

No. 1

No. 2

No. 3

Enlargements above and at right are cut out in natural colors and easel backed. Display No. 4 measures approximately 5 feet in height, the others about 6 feet. Price: $7.45 each, F. O. B. New York City.

No. 4

Order direct from:

NATIONAL STUDIOS, Inc.
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New York City

30" x 40" Photo-Enlargements

A

B

C

D

We've placed these stills in frames to show how they'll look in your lobby. They're available as 30" x 40" enlargements fully colored for $3.50 each. In black and white, $2.25 each. Prices F. O. B. N.Y.

Order direct from:

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226 West 56th Street
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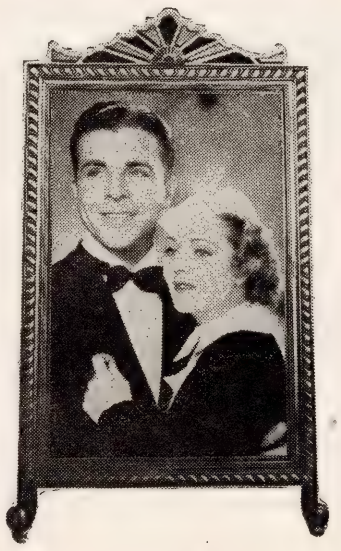


E

25" Star Discs

DICK POWELL

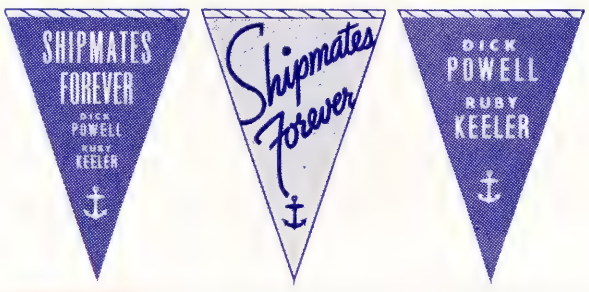
RUBY KEELER

Heads of Powell and Keeler cut out into 25" circles. Hand colored, varnished and durable, they're ideal for lobby and front frame display. Yours for only $3.75 each.

Order From Your Exchange

Banners You'll Be Proud To Wave!

VALANCE: Made of transparent silkolene 36" deep. Price $1.70 per yd. Send exact marquee sizes when ordering.



PENNANTS: For under marquee and advance lobby display. Three to a set on colored duck sewed on tape. $1.50 per set.

LOBBY BANNER

Made of expensive velour in two colors, it will add a flash to your lobby display. Size 54" by 81". Price $6 each.

BURGEE: For lobby and under marquee. Two sizes on colored duck. Size 20" x 30" — 50c; 24" x 36" — 75c.

WALL BANNER

Sunfast and weather proof material is used. Eyelets for hooking to building. 9' x 12' — $12.50; 9' x 15' — $15.00.

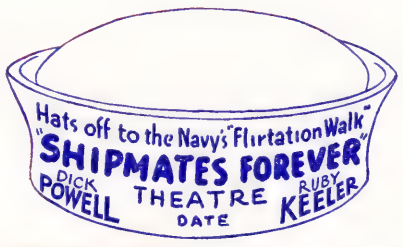
Valance and Wall Banner rental prices given on request.

Order direct from:

ART FLAG, Inc. **449 West 42nd Street, New York City**

Tell 'Em The Novelty Way

DOORKNOB HANGER: Die cut. Prices: $4.50 for 500; $7.50 per M; 3M — $7 per M; 5M — $6.50 per M.



SAILOR HAT: Durable cloth as illustrated. Prices: 25 to 49 — 12c each; 50 to 99 — 10c each; 100 to 249 — 9c each; 250 or more — 8c each.

GOLD BADGE: Printed in black on gold cardboard with pin for attaching to kids' clothes Price: $7 per M.

Order direct from:

ECONOMY NOVELTY CO. 225 West 39th Street, New York City

For The Cars

TIRE COVER

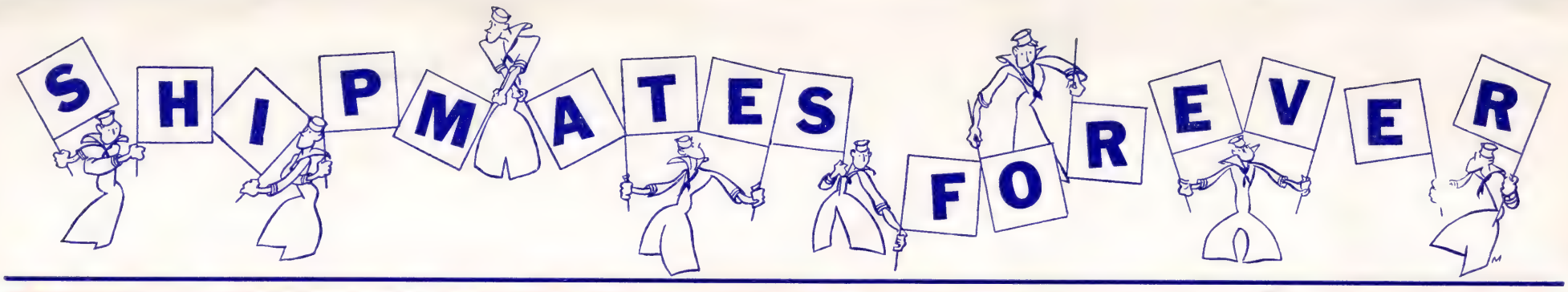
Attractively colored, prepared on heavy durable cordboard with rubberoid slip cover. Prices: Singly — 45c each; 50 or over — 35c each. Add $2.50 for imprinting to all orders of less than 100. Over 100, imprinting free.

BUMPER STRIP

Designed to fit any bumper. Interesting type design in two colors. Prices: Singly — 18c each; 10 to 49 — 17c each; 50 or over — 15c each.

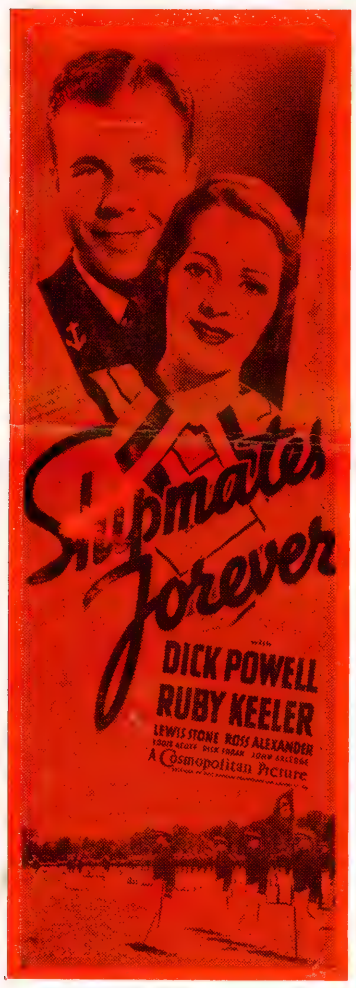
Order direct from:

CLUFF FABRIC PRODUCTS
229 West 64th St., New York City



24-SHEET

DESCRIPTION: Title is yellow. Illustration in full-color on dark gray background.



INSERT CARD

'SHIPMATES' NEEDS 'SHORT-MATES' . . .

Take Your Pick of These Selected Vitaphone Shorts

"BUDDY THE G-MAN" (Looney Tune Series). Buddy joins the Dept. of Justice in a comedy cartoon burlesquing the feature film "G-Men."
(7 *minutes—No.* 9710)

"VITAPHONE MUSIC HALL" (Big-Time Vaudeville Series). An array of well-known vaudeville headliners led by Ray Huling and Seal, Burns and Co., the 7 Honey Boys and others.
(9 *minutes—No.* 1601)

"LADY IN RED" (Merrie Melodie Series). Color cartoon based on the hit song from the film "In Caliente."
(7 *minutes—No.* 9811)

RADIO RAMBLERS in "NUTVILLE" (Pepper Pot Series). Well-known stars of the air waves in a reel chock-full of song and nonsense.
(10 *minutes—No.* 1803)

"PLAYGROUNDS" (Our United States Series). Another episode in E. M. Newman's popular series.
(9 *minutes—No.* 1902)

"JOHNNY GREEN and ORCHESTRA" (Melody Master Series). The youthful composer of "Body and Soul" and other big hits, leads his own band through some snappy syncopation.
(10 *minutes—No.* 1502)

3-SHEET

1-SHEET WINDOW CARD, MIDGET WINDOW CARD

SLIDE

6-SHEET

PRICES

1-SHEETS

1 to 49	15c each
50 to 99	13c each
100 and over	11c each

3-SHEETS

1 to 24	40c each
25 and over	36c each

6-SHEETS

1 to 9	75c each
10 to 19	70c each
20 and over	65c each

24-SHEETS

Up to 24	$2.00 each
25 and over	1.75 each

WINDOW CARDS

1 to 49	7c each
50 to 99	6c each
100 and over	5½c each

INSERT CARDS

1 to 24	25c each
25 to 49	22c each
50 to 99	20c each
100 and over	18c each

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1M or over	$3.50 per M

LOBBY DISPLAYS

11 x 14 Photos (8 in set—colored)	75c a set
22 x 28 Photos (2 in set—colored)	80c a set
Slides	15c each
Stills	10c each
Midget Window Cards	4c each

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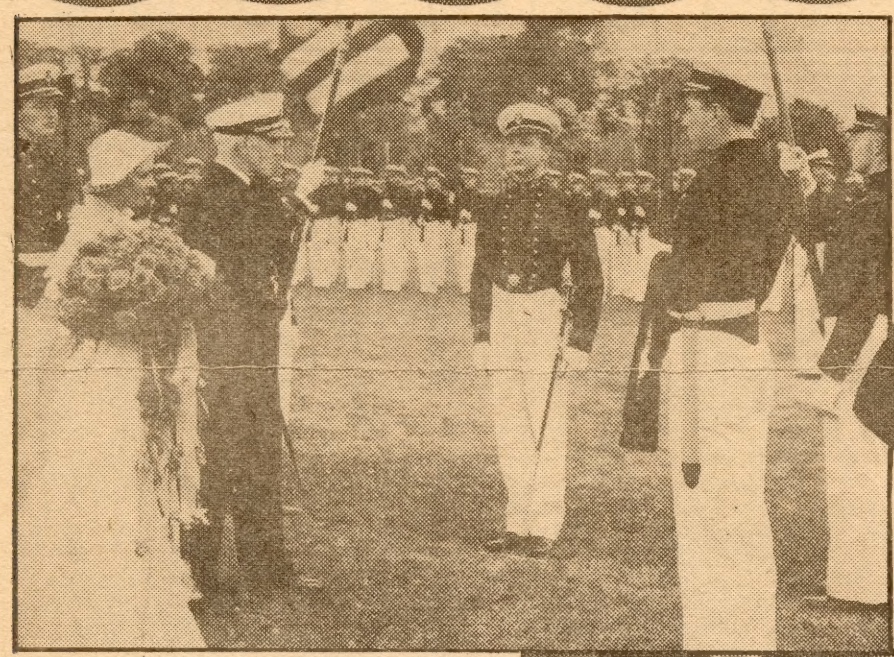
HOLLYWOOD HIGHLIGHTS

JOIN THE NAVY AND SEE THE WHIRL OF MIRTH, MEL



THERE'S SOMETHING ABOUT A SAILOR that makes this the swellest show in months. Here's the thrilling scene taken at Annapolis showing Dick being presented with the Sword of Honor, the Academy's highest award, by Lewis Stone. Ruby Keeler is the interesting onlooker — as proud as you'd be if you were in her place!

" MR. AND MRS. " IS STILL THE NAME! How that gal does dance when her Dick is there beside her!—Your favorite screen sweethearts are 'Flirtation Walking' again, singing, dancing and romancing as only they can!

FATHER AND SON. Deeply grieved by his son's unpopularity among the men of the Academy, Admiral Melville (Lewis Stone) visits Midshipman Melville (Dick Powell) in his rooms. A poignantly dramatic scene is this, when the father hears his son exclaim—"I'm through with the Navy!"

IT REALLY HAPPENED. Uncle Sam's own records supply the drama and thrills in this picture, for the story is based upon actual incidents from the Annapolis files.

HERO'S REWARD. Dick Powell returns after a lengthy hospital leave, to find himself promoted to Company Commander as a result of his heroic rescue. Ross Alexander and Robert Light are with him.

TO DICK AND RUBY'S TWEN

Dear Friends:

Ever since "Flir
just a year ago you
and radioing us to r
it with the same swe

We have refuse
couldn't find a story th
expectations.

But when we rea
we knew we had just
grand story that's full of
tingle all over with the
deathless spirit—in fact,
TION WALK'.

So we rushed Dick and
Walk" director Frank Borza
the continent to Annapolis t
in the midst of a romanti
with the whole regiment of N

Now it's ready—ready to
laugh and surprise you got a

—WA

Based on actual incidents from the heroic records of Annapolis—gloriously filmed to the stirring tramp, tramp, tramp of the U. S. Naval Academy's marching middies! Directed by the man who made 'Flirtation Walk'—

FRANK BORZAGE

DICK POWELL

"SHIPM FORT

WI

LEWIS STONE · ROSS
ACUFF · DICK FORA

A Cosmopolitan Production

ODY AND MIDDIES IN THE NAVY'S 'FLIRTATION WALK'!

ITY MILLION SWEETHEARTS:

tation Walk" was released
've been writing, cabling
nake another picture like
ll stars.

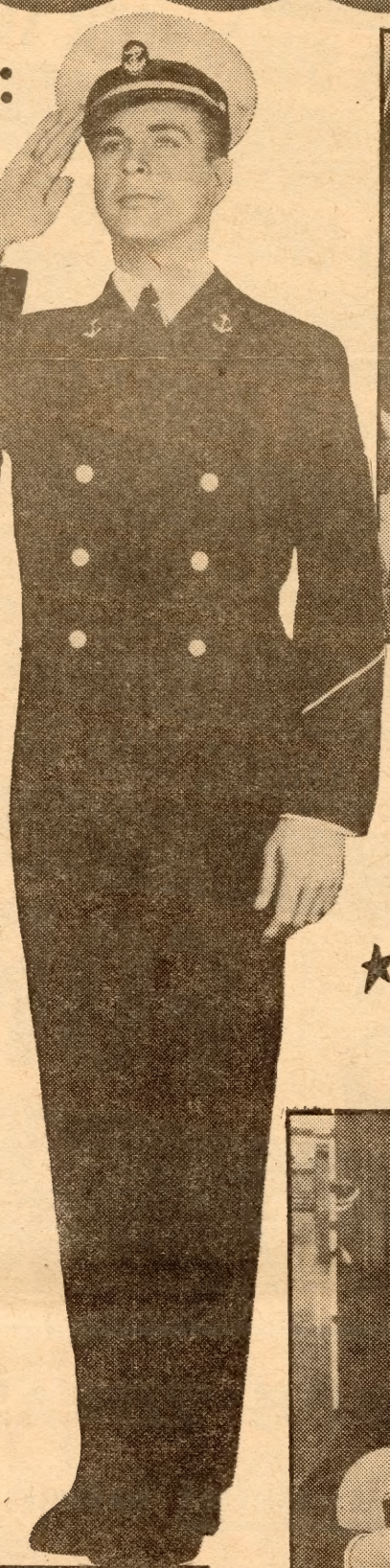
d to do it—because we
at would live up to your

d "Shipmates Forever"
what you wanted—a
laughs yet makes you
thrill of our Navy's
THE NAVY'S 'FLIRTA-

Ruby and "Flirtation
ge all the way across
o film the key scenes
c June Week, and
liddies taking part.

op every thrill and
"Flirtation Walk".

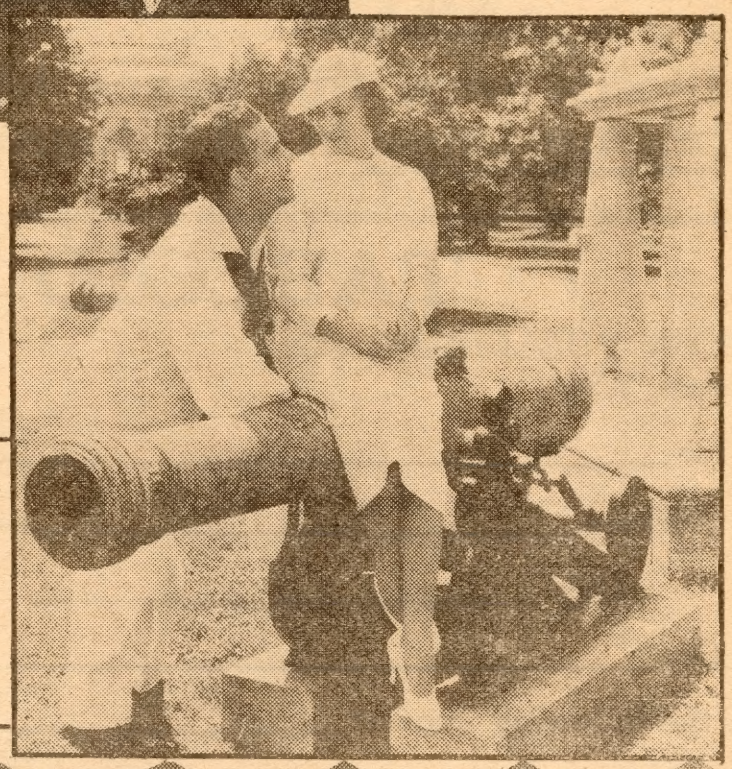
RNER BROS.



THE "RING DANCE" —greatest of all Annapolis festivals — is only one of the story's colorful events. Ross Alexander is the lucky Middy in the "Ring"—but Dick and Ruby aren't far!

CRY-BABY! Who'd ever think a great big boy like Ross Alexander would cry? But he is — and without much sympathy from Eddie Acuff (left) or John Arledge (right). You'll prove your patriotism to the Navy when you see this trio of fun-makers — by laughing 'til you're red, white and blue in the face!

LENDING AN EAR to a bit of powerful Powell yodelling seems not to disturb Dick Foran at all. But when the 'Broadway Gondolier' settles down to his honest-to-goodness singing of the show's three hits — well, you just have to be there!



A 'NAVAL ENGAGEMENT' that almost wrecked Annapolis! That's what happened when the darling of the fleet made a Middie out of a Broadway jazz maestro. It's a swell story folks — and one you're going to love!

RUBY KEELER

MATES EVER"

th

S ALEXANDER · EDDIE
AN · JOHN ARLEDGE

· A FIRST NATIONAL PICTURE

With those 3 grand Warren & Dubin hits you're hearing everywhere:

"DON'T GIVE UP THE SHIP"
"I'D LOVE TO TAKE ORDERS FROM YOU"
"I'D RATHER LISTEN TO YOUR EYES"

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